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environmental marketing

Green Purchasing Training Overview

September 17, 2008

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610 779-3770

helping grow the world's most sustainable companies

Green is Suddenly Everywhere

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It’s Everywhere…

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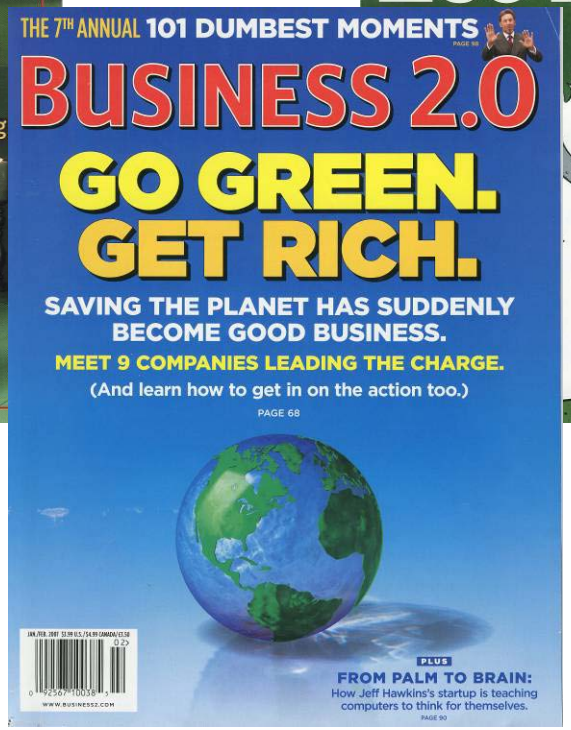
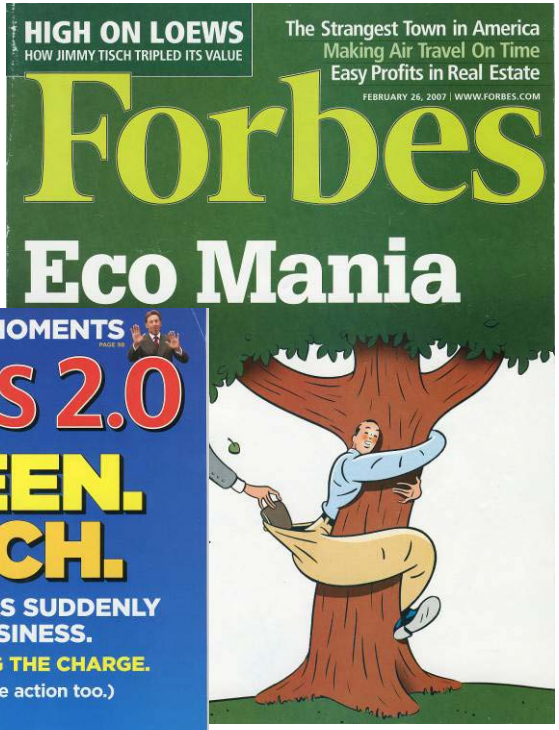
It’s Everywhere…





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...Even Soap Opera Digest

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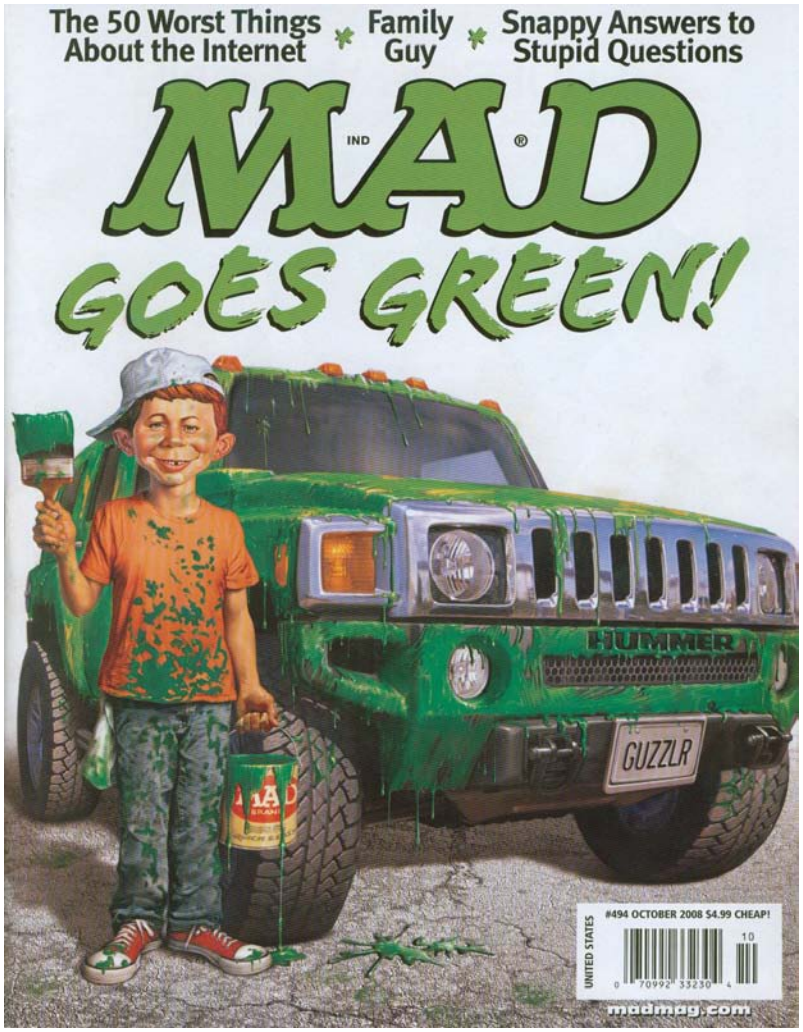
…And Mad Magazine



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Environmental Purchasing Policies

States:
California
Connecticut
Georgia
Illinois
Indiana
Iowa
Massachusetts
Missouri
Minnesota
New Jersey
North Carolina
Oregon
Pennsylvania
Vermont
Washington

Counties:
Chatham County, NC
Kalamazoo County, WI
King County, WA
Kitsap County, WA
Multnomah County, OR
San Mateo County, CA
Santa Cruz County, CA
Sarasota County, FL

Cities:
Boulder, CO
Cincinatti, OH
Kansas City, MO
Portland, OR
Phoenix, AZ
San Francisco, CA
Santa Monica, CA
Seattle, WA

More than 80 policies are available at:
www.newdream.org/procure

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Welcome New York!!

New York Governor David A. Paterson recently signed:

Executive Order No 4: *Establishing a State Green Procurement and Agency Sustainability Program*

April 24, 2008

www.ny.gov/governor/executive_orders/exeorders/eo_4_print.html

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New York Executive Order

- Establishes an Interagency Committee on Sustainability and Green Procurement

- Requires the Committee to identify three priority categories and **categories and lists and the categories include commodities, services and technology**

- Requires 100% post-consumer, process chlorine free copy and janitorial papers.

- Includes several specific deadlines.

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New York EO (cont.)

- Creates a Governor-appointed, 11-member Sustainability and Green Procurement Advisory Council.

- Requires every agency to have a sustainability and green procurement coordinator.

- Mandates Office of General Services to identify a Director of Green Procurement

- Requires an annual green purchasing and sustainability report.

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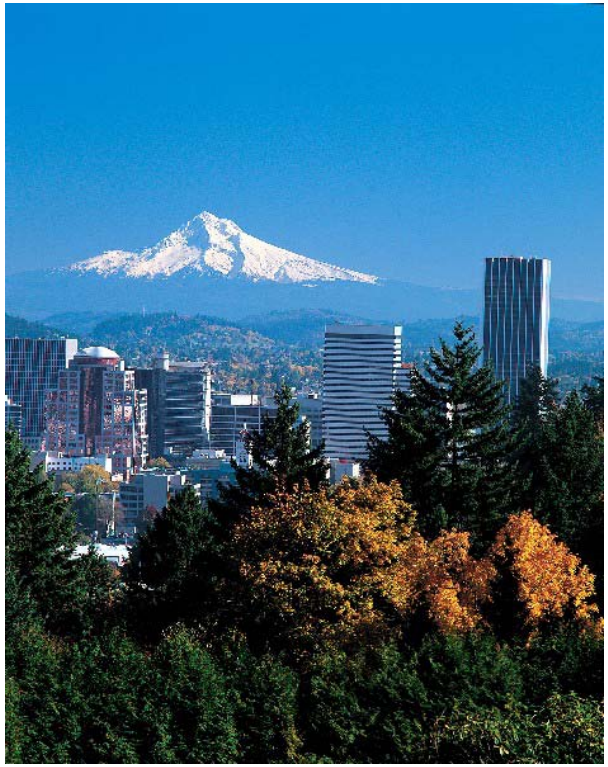
Welcome Portland, OR!!

July 16, 2008 – Portland Sustainable Procurement Policy

- Identifies environmental, social, and financial considerations
- Encourages use of best practices
- Embraces precautionary principle
- Promotes use of third-party standards
- Identifies roles and responsibilities
- Requires education and training
- Mandates data collection and reporting
- Reexamines the policy every 5 years



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Kansas Executive Directive

- Executive Directive – 07-373 (January 2007)
- Energy audits
- Fuel efficiency for vehicle purchases and rentals
- Energy efficiency activities
- Promotes recycling

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Environmental Concerns

- Mass extinctions
- Deforestation & soil erosion
- Air & water pollution
- “Super” bacteria, viruses, and insects
- Dwindling natural resources
- Cancer rates increasing
- Reproductive disorders increasing
- Fisheries collapsing
- Water tables falling
- Climate Change

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Global Warming

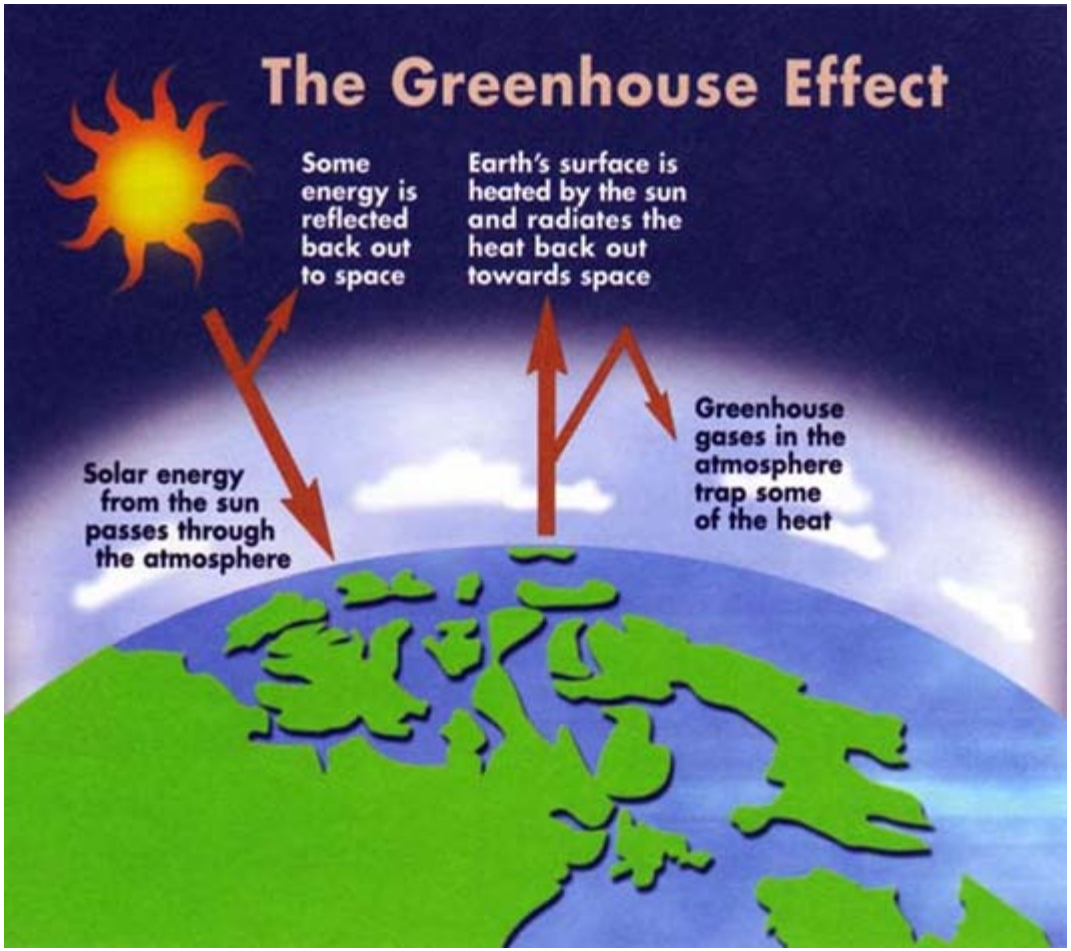
Greenhouse Effect -- Necessary for Life

Most of the Sun's energy is absorbed by the Earth, but some is reflected back into space.

Like a blanket, a natural layer of atmospheric gases absorbs a portion of this reflected solar energy, trapping it on Earth. This natural **greenhouse effect** makes life possible by warming the Earth's climate to a point where it can sustain life.

Too Much of a Good Thing

When this blanket of heat-trapping **greenhouse gases** becomes too thick, however, much reflected heat is forced back to Earth, where it warms the Earth's surface. This can cause unpredictable, and potentially disastrous, effects.



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Extinctions

•51% of freshwater animal species are declining in number.

•One in four vertebrate species are in sharp decline or facing serious pressure from human activities.

•One of every eight known plant species is threatened with extinction or is nearly extinct.

•One in ten tree species—some 8,750 of the 80,000 to 100,000 tree species known to science—are threatened with extinction.

•The overall rate of extinction is estimated to be 1,000 to 10,000 times higher than it would be naturally.

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Link Between Purchasing and the Environment

It’s All Connected to Purchasing

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helping grow the world’s most sustainable companies

Consuming the Environment

"The major cause of the continued deterioration of the global environment is the unsustainable pattern of production and consumption, particularly in industrialized countries."

– United Nations Agenda 21 Report

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2002 World Summit

Emphasized the need for authorities to “[p]romote public procurement policies that encourage development and diffusion of environmentally sound goods and services.”

- 2002 World Summit on Sustainable Development in Johannesburg

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Big Business Responds

"We are looking at innovative ways to reduce our greenhouse gas emissions. This used to be controversial, but the science is in and it is overwhelming.... We believe every company has a responsibility to reduce greenhouse gases as quickly as it can."

—Lee Scott, CEO of Wal-Mart
October 24, 2005

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Wal-Mart's Goals

To be supplied 100% by renewable energy

Existing stores 20% more efficient in 7 years
New stores 30% more efficient in 4 years
Fleet 25% more efficient in 3 years, double in 10 years

To create zero waste

25% reduction in solid waste in 3 years
All private brand packaging improved in 2 years (right sized, reusable materials)

To sell products that sustain our resources & environment

20% supply base aligned in 3 years
Preference given to aligned suppliers in 2 years
Design and support Green Company in China

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Private Sector Companies

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More Private Sector Companies

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Impact of U.S. Purchasing

The United States contains less than 5 percent of the world's population, but consumes more than 40 percent of the world's resources.

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Impact of U.S. Purchasing

Americans throw away about 4 pounds of garbage each day, but use 120 pounds every day in natural resources extracted from farms, forests, range lands, and mines.

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Ecological Footprint

- Average U.S. citizen has a footprint of 31 acres.
- Average Indian citizen has a footprint of 2 acres.
- World average is 7.1 acres.
- Available world average is 5.3 acres.

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Ecological Footprint

If everyone lived like the average American, we would need at least five more planets.

©Scot Case, TerraChoice Environmental Marketing, 2008

Ecological Footprint

If current material and population growth trends continue and population stabilizes at 10 billion people in 2040, we will need between eight and twelve additional planets.

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Two Cups of Coffee a Day

- 34 gallons of coffee a year.
- 18 pounds of coffee beans
- 12 pounds of fertilizer
- A few ounces of highly toxic pesticides
- 43 pounds of coffee pulp
- Clear cutting of forests to grow even more coffee
- Bird species disappearing
- More erosion
- More pesticides

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Energy Consumption

•Every gallon of gas burned emits 19 pounds of carbon dioxide.

•Every day, the worldwide economy burns an amount of energy the planet required 10,000 days to create.

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Resource Consumption

•One ton of virgin paper requires 98 tons of resources to produce.

•A single 1/10 ounce, 14-carat gold ring requires 2.8 tons of ore

©Scot Case, TerraChoice Environmental Marketing, 2008

Typical Desktop Computer

•Manufacturing a typical desktop computer creates 139-pounds of waste and 49 pounds of hazardous materials.

•Producing the six-inch silicon wafer from which computer chips are cut generates 2,840 gallons of wastewater and 7 pounds of hazardous waste.

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Lifecycle Considerations

©Scot Case, TerraChoice Environmental Marketing, 2008

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©Scot Case, TerraChoice Environmental Marketing, 2008

Lifecycle Considerations

©Scot Case, TerraChoice Environmental Marketing, 2008

Reducing Impacts

•When recycled materials are used to produce paper, aluminum, and glass, energy consumption can be reduced by up to 95%, water consumption by up to 50%, air pollution by 95%, and water pollution by up to 97%.

•When scrap iron is used instead of iron ore to make steel, mining wastes are reduced by 97%, air pollution effluents by 80%, and water pollution by 76%.

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Inspiration

"Unless someone like you cares a whole awful lot, nothing is going to get better. It's not."

— ***Dr. Seuss***, *from The Lorax*

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Defining Responsible Purchasing

helping grow the world's most sustainable companies

Definition Components

- Reduce the environmental impacts of purchasing decisions.
- Emphasize multiple environmental attributes.
- Examine entire lifecycle.

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Boulder, Colorado

"a material or product [that] is durable, repairable, reusable, or recyclable; has a minimum of packaging, toxic content, or chemical hazard potential; is resource or energy efficient in any or all phases of its manufacture, use, and disposal; or in its use or disposal minimizes or eliminates the [c]ity's potential environmental liability."

- Environmental Purchasing Directive

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Pennsylvania

“procurement of environmentally friendly commodities and services [that] avoid the use of toxics, minimize use of virgin materials and energy in their production, have a long useful life, and can be recycled afterwards.”

- Executive Order

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Seattle, Washington

"environmental factors to be considered in selecting products include [a] life cycle analysis of:

- pollutant releases;
- waste generation;
- recycled content;
- energy consumption;
- depletion of natural resources; and
- potential impact on human health and the environment."

-- Purchasing Policy

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Federal Government Definition

Environmentally preferable products are “products and services [that] have a lesser or reduced effect on human health and the environment when compared to other products and services that serve the same purpose. This comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product or service.”

- Executive Order 13101, *Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition*, September 16, 1998

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Environmental Attributes

- Product-specific attributes
- Process-specific attributes
- Manufacturer-specific attributes
- Life cycle perspective

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Product Specific Attributes

- Biobased
- Biodegradable
- Carcinogen-free
- Chlorofluorocarbon (CFC)-free
- Compostable
- Durable
- Energy efficiency
- Lead-free
- Less hazardous
- Locally manufactured
- Low volatile organic compound (VOC) content
- Low-toxicity
- Mercury-free
- Persistent bioaccumulative toxin (PBT)-free
- (Rapidly) renewable materials
- Recyclable
- Recycled content
- Reduced greenhouse gas emissions
- Reduced packaging
- Refurbished
- Resource efficiency
- Upgradeable
- Water efficiency

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Process-Specific Attributes

- Transportation
- Use of renewable energy
- Absence of hazardous byproducts
- Greenhouse gas emissions
- Closed-loop manufacturing facility
- Others

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Manufacturer-Specific Attributes

- Lack of environmental violations
- Credible Environmental Management System
- Public environmental/social reporting procedures
- Mechanism for engaging stakeholders
- Absence of ongoing protests
- Others

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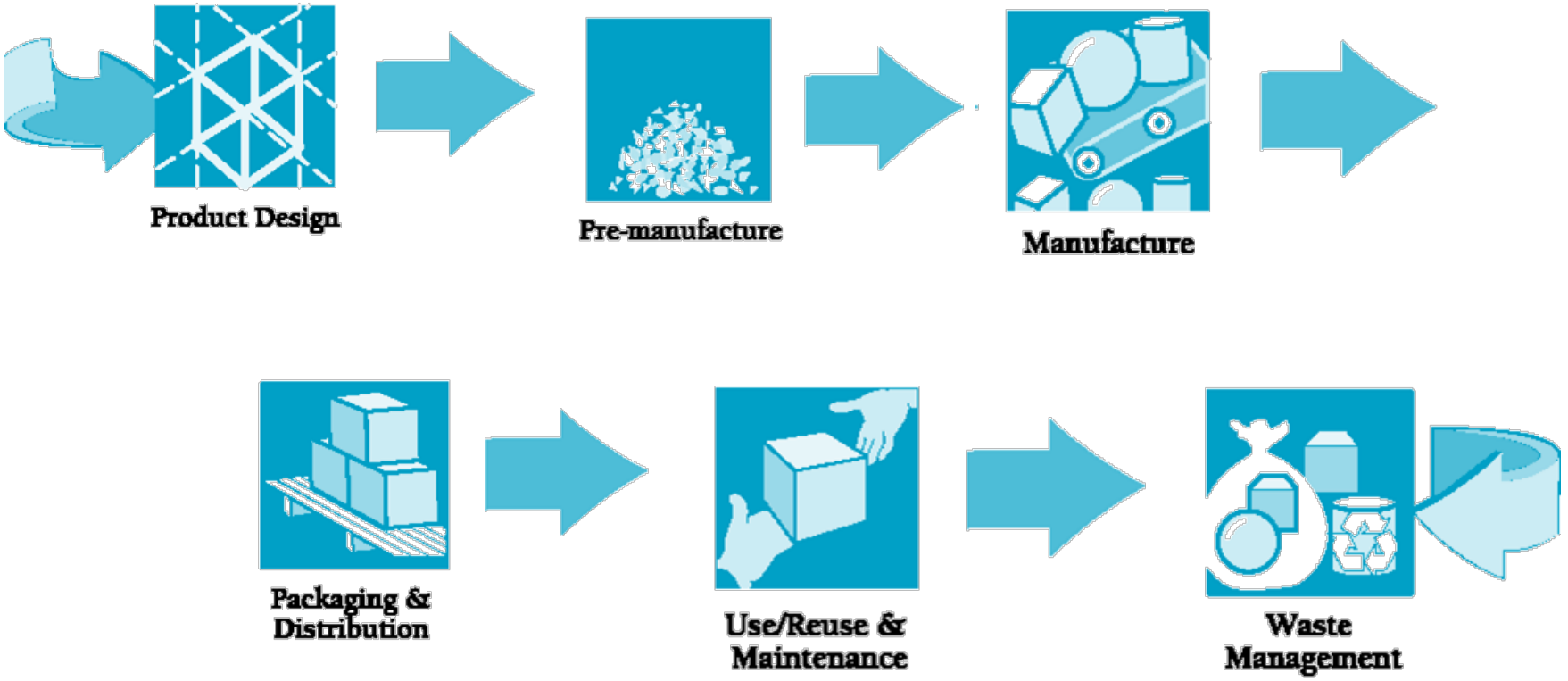
Lifecycle Perspective



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The “Real” Definition

Environmentally preferable purchasing means:

Buying better products from better companies.

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Expanded Definition

Environmentally preferable purchasing means:

Buying better products and services from better companies.

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Environmental Purchasing

Environmentally preferable purchasing means:

Buying better products from better companies.

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Important Caveats

- A product must work well and be affordable to be considered environmentally preferable.

- "Affordable" does not necessarily mean "less expensive."

- "Affordable" can sometimes mean a higher initial cost.

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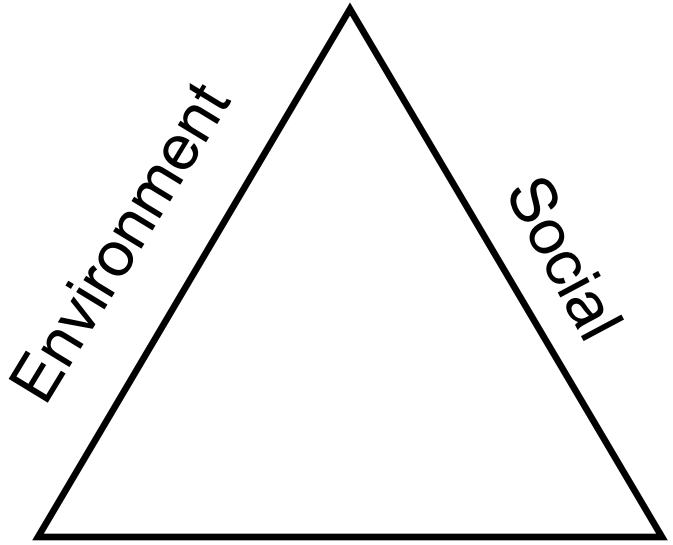
Responsible Purchasing



Price, Performance, & Availability

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Responsible Purchasing History

Why Focus on Government Purchasing?

helping grow the world's most sustainable companies

Government Purchasing

- U.S. government purchasing represents 20 percent of the annual Gross National Product.
- It is very structured.
- It is a role government has traditionally played.

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Government Purchasing History

- Clothing sizes during the Civil War
- Small Business Administration
- Automobile airbags
- Energy-efficient computers
- Recycled-content paper

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Government Purchasing History

- U.S. Federal government purchases 7% of all computers worldwide.
- Began including Energy Star requirements in mid-1990s.
- Currently, 95% of monitors, 80% of computers, and 99% of printers are Energy Star compliant.

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Why Responsible Purchasing?

Why Should I Care?

helping grow the world's most sustainable companies

Common Sense

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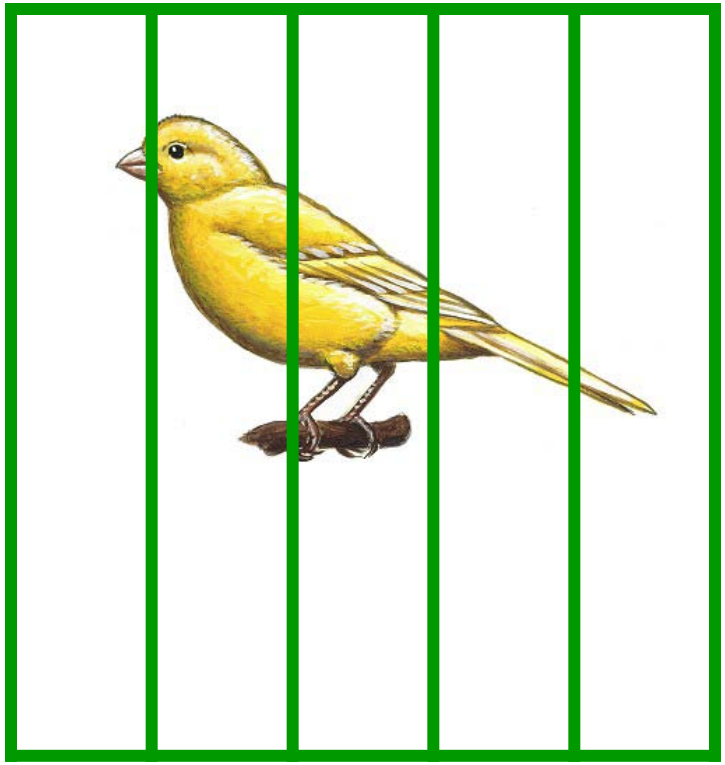
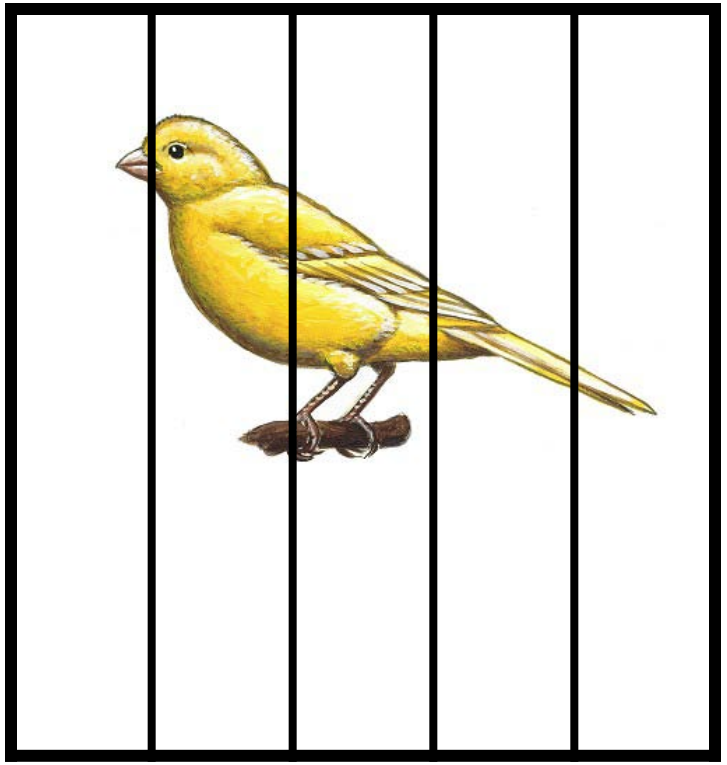
Common Sense

Which Product Would You Choose?





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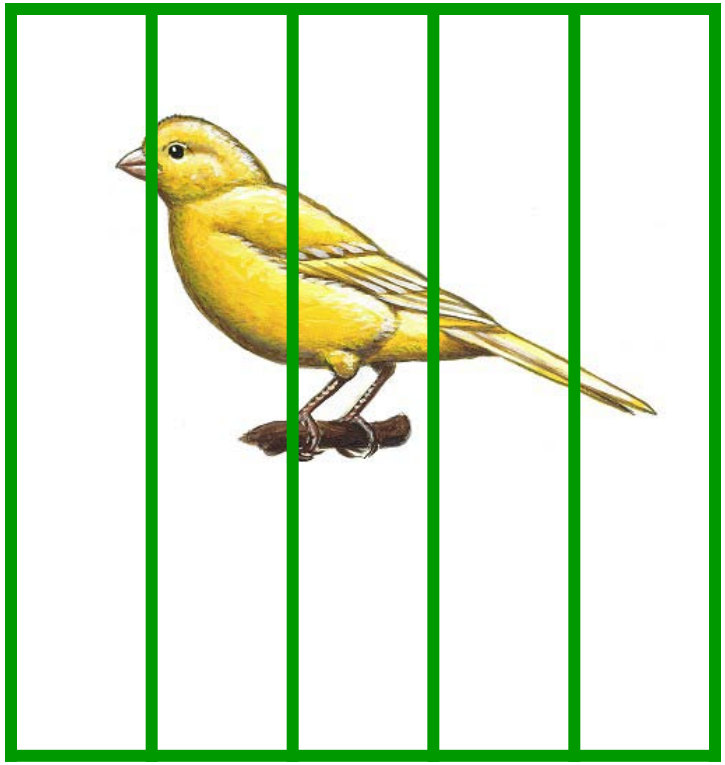
Common Sense

Which Product Would You Choose?



CARCINOGENS!!

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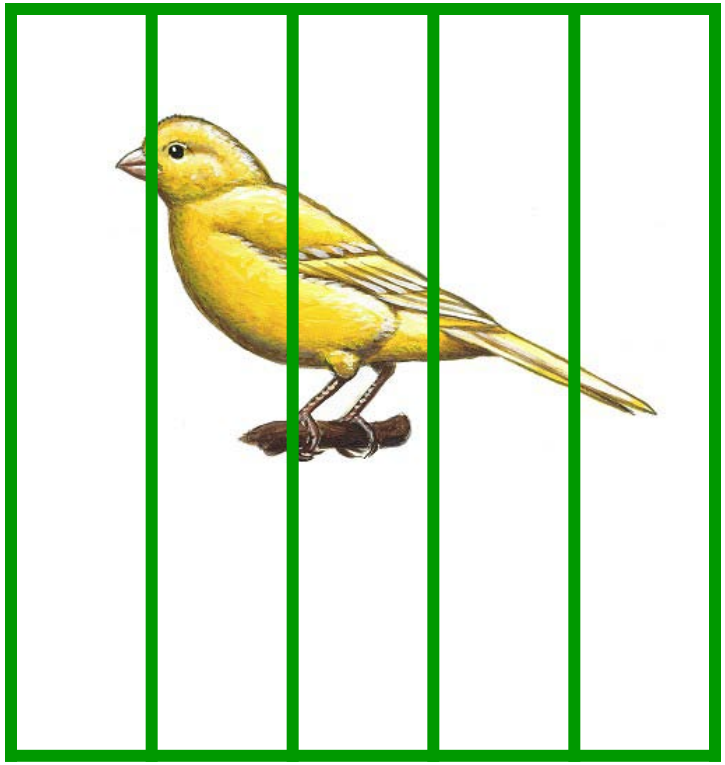
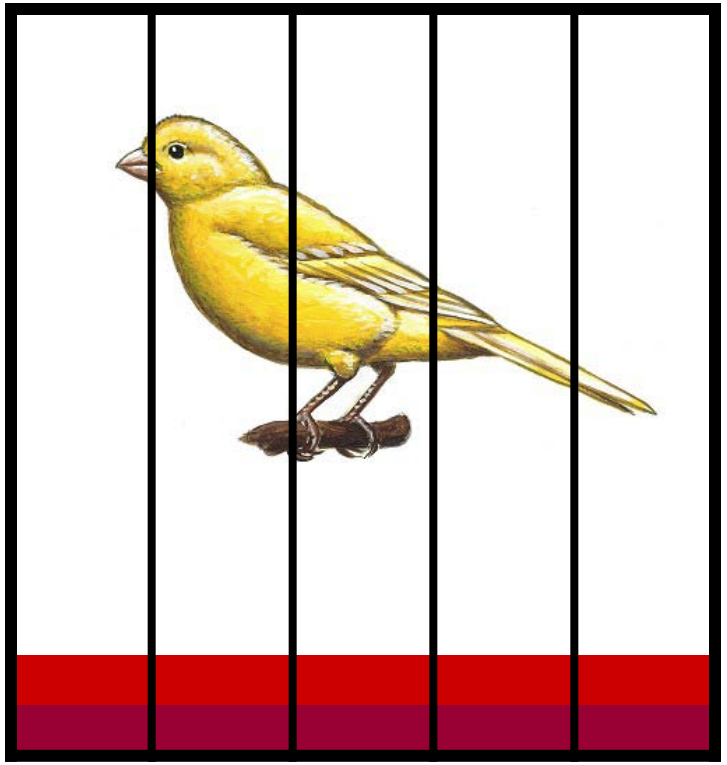
Common Sense

Which Product Would You Choose?





REPRODUCTIVE TOXINS!!

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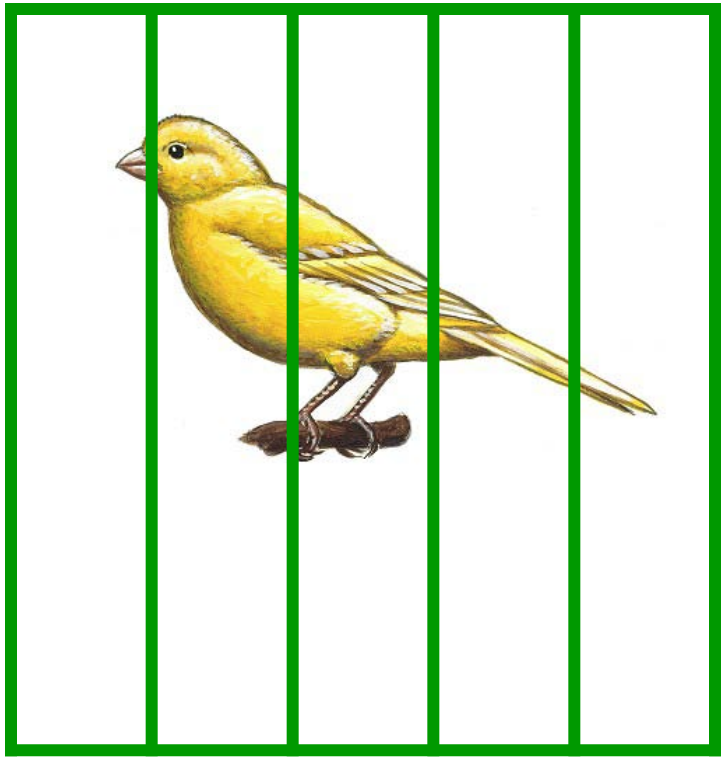
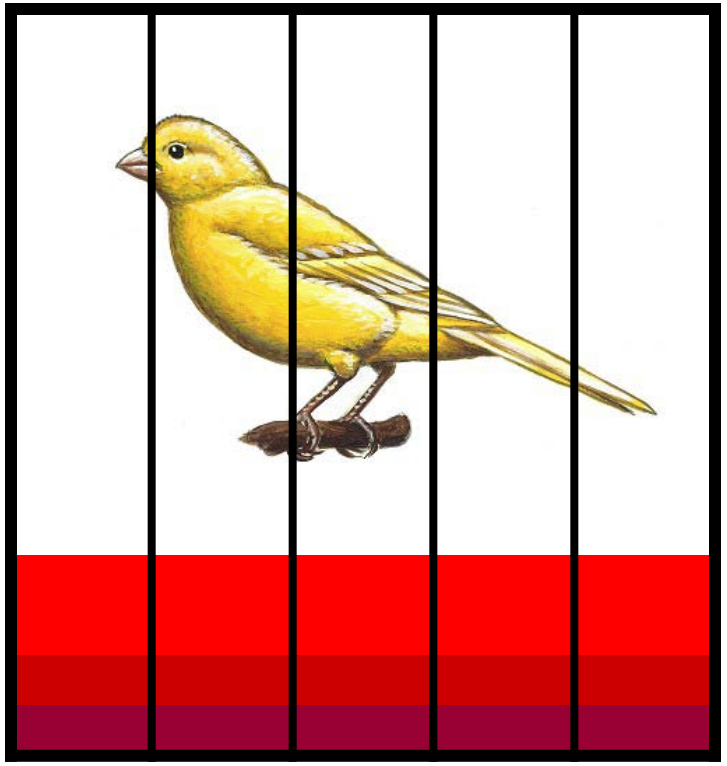
Common Sense

Which Product Would You Choose?





OTHER HAZARDS!!

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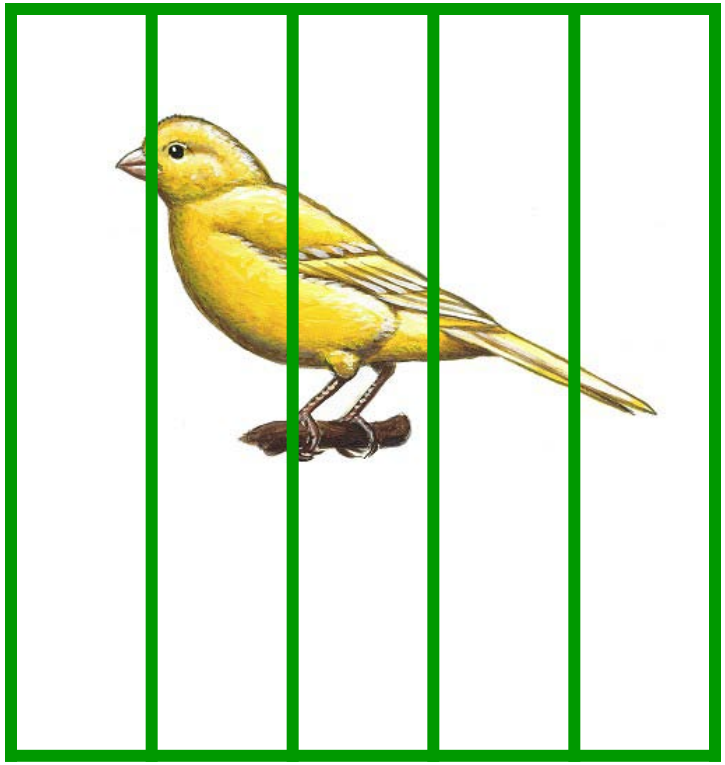
Common Sense

Which Product Would You Choose?



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Why Responsible Purchasing?

- Regulatory requirements
- Executive Order mandates
- Policy directives
- Cost savings
- Environmental benefits

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Cost Savings

- Lower compliance costs
- Lower disposal costs
- Lower liability costs
- Lower injury costs
- Higher productivity

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Quantifying Success

•Lee County, Florida, eliminated hazardous waste production in its fleet maintenance facilities and is saving $17,000 annually.

•Cape May, New Jersey, saved $45,000 over five years by adopting integrated pest management practices.

•Santa Monica, California, switched to green cleaning products eliminating 3,200 pounds of hazardous materials and reducing cleaning costs five percent.

•Phoenix, Arizona, rated 5,800 chemical products based on their toxicity and potential for environmental harm.

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Aberdeen Proving Ground

- Paints meeting the standard are on average $1.76 less expensive per gallon.
- Saves $25,000 annually in avoided disposal costs.
- Re-Nu-It facility reduces paint purchases by $10,000 annually.
- Total savings: $60,000 a year.

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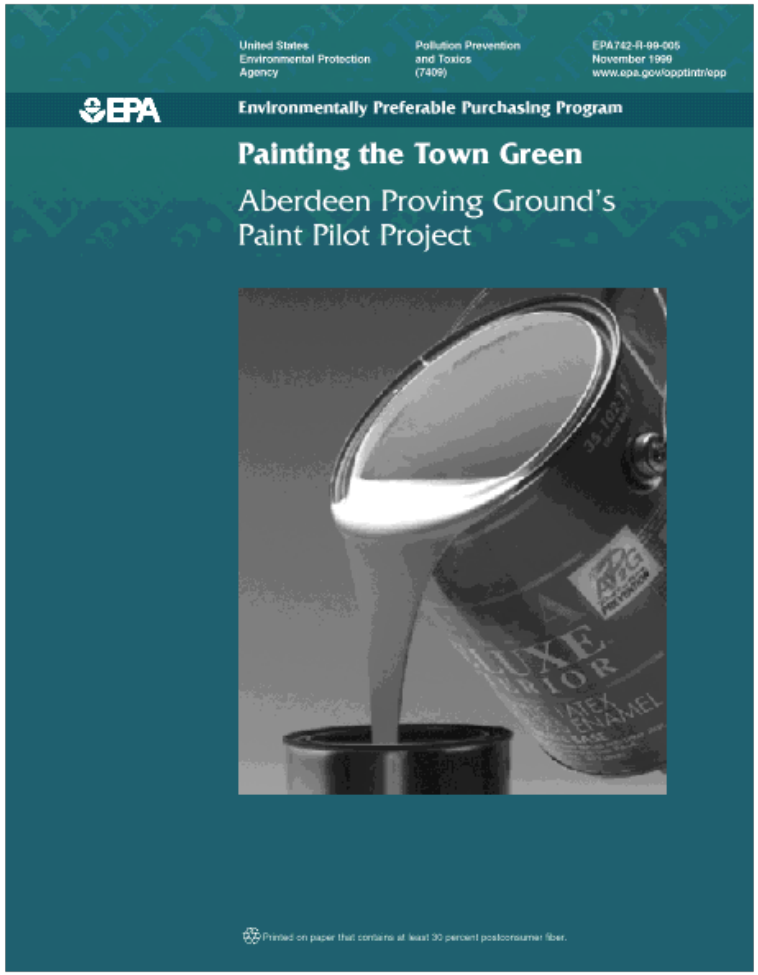
Paint Resources



EPA's *Painting the Town Green* (EPA742-R-99-005) November 1999

www.epa.gov/oppt/epp/pdfs/paint.pdf

EcoLogo

www.ecologo.org

Green Seal

www.greenseal.org

©Scot Case, TerraChoice Environmental Marketing, 2008

Pentagon Renovation

- Decrease energy consumption 55 to 60 percent.
- Reduce water consumption by 31 million gallons, a 25 percent savings.
- Double the recycling rate.
- Improve indoor air quality.
- Increase worker productivity 6 percent, a $72 million annual savings.

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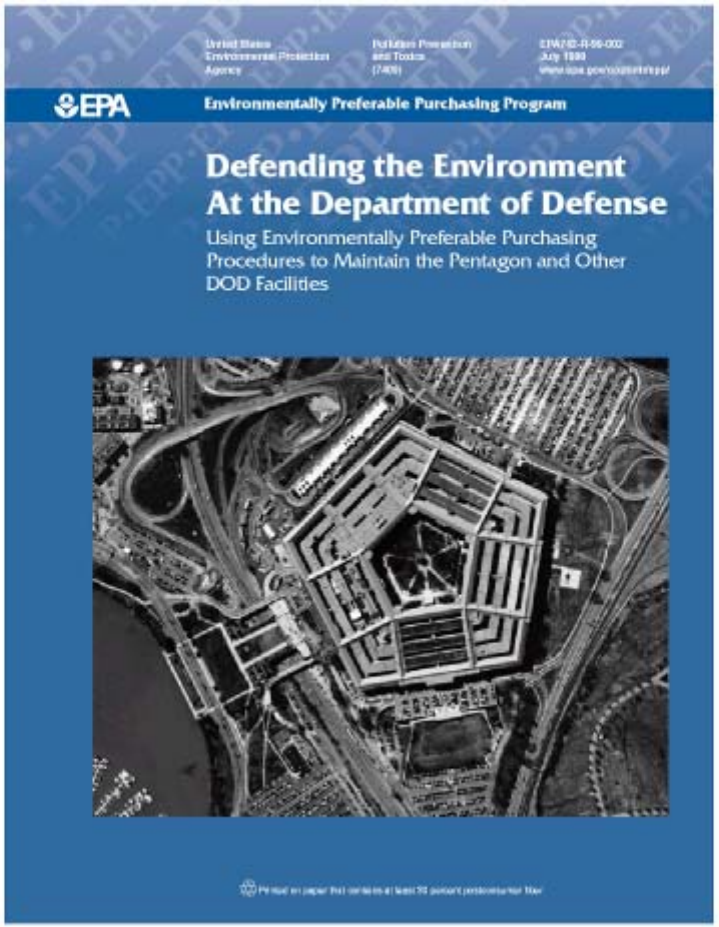
Pentagon Renovation



Find it in the resources section of:

www.newdream.org/procure

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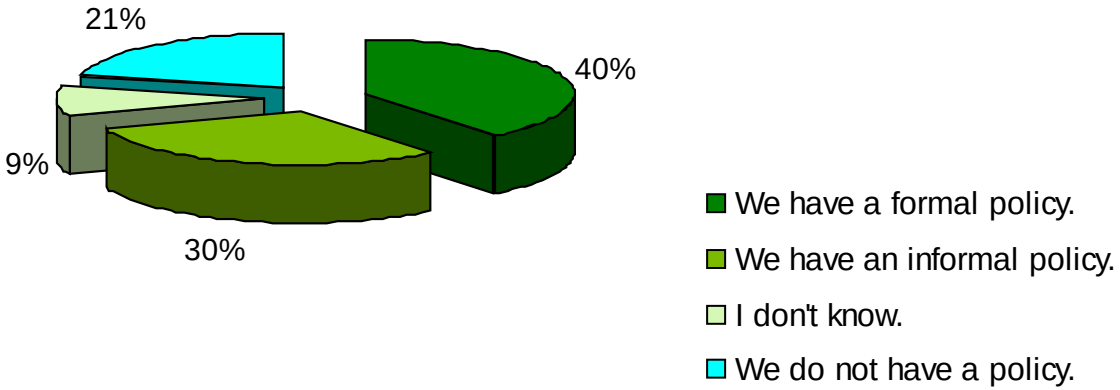
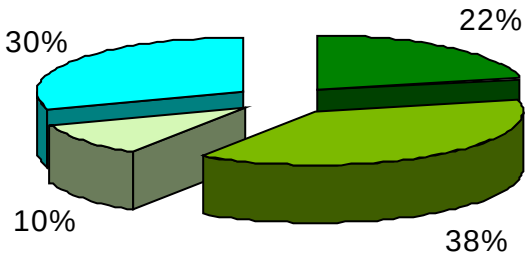
Green Purchasing Policies

environmental/sustainability policy?



green purchasing policy?



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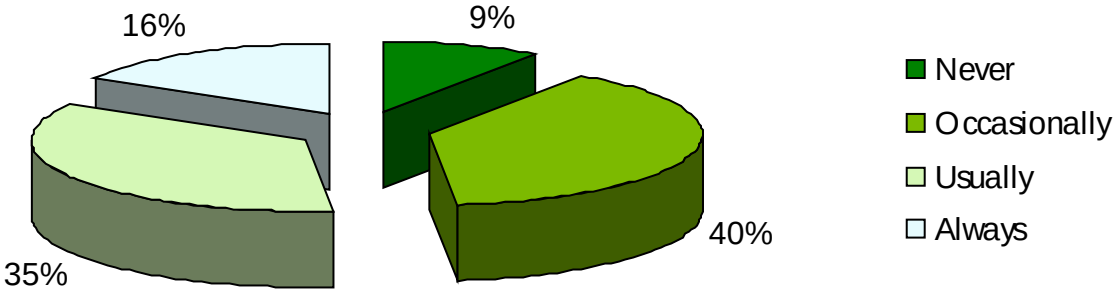
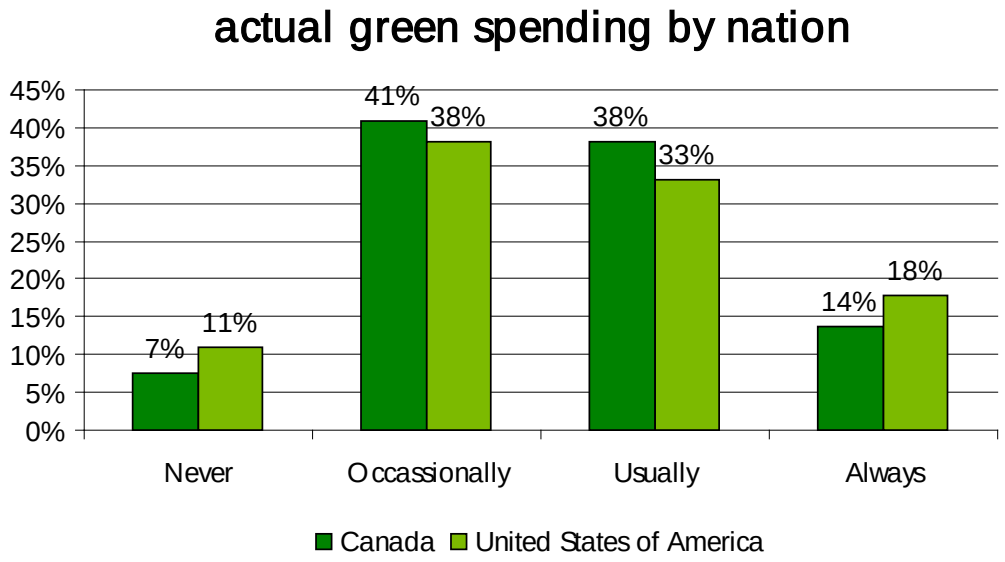
Green Spending

We actually consider 'green' …





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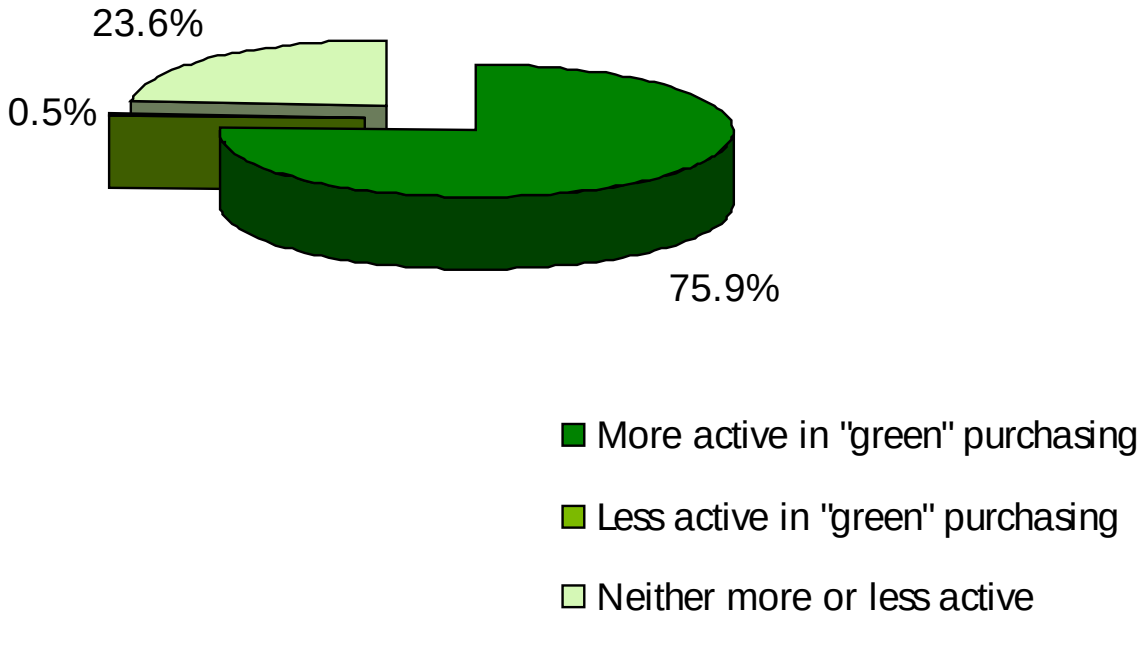
Green will continue to grow…

In two years my organization will be…



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Top Ten Tricks of Responsible Purchasing

Making Green Purchasing Work

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helping grow the world's most sustainable companies

Responsible Purchasing Strategies

1. Follow the Feds
2. Push the Suppliers
3. Cooperate with Others
4. Review Price Preferences
5. Examine Lifecycle Costs
6. Evaluate Best Value
7. Empower a Green Team
8. Develop Measurable Goals
9. Use Eco-Labels
10. Plagiarize

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Federal Green Purchasing

The Federal government has seven related green purchasing programs:

- "Buy Recycled" – aka Comprehensive Procurement Guidelines (CPG)
- Energy Star and energy-efficient products
- Alternative fuel vehicles and alternative fuels
- Biobased
- Non-ozone depleting substances
- Environmentally Preferable Purchasing (EPP)
- Priority chemicals

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Buy Recycled (CPG)

The Comprehensive Procurement Guidelines (CPG) Program:

- Established by RCRA Section 6002
- Run by the U.S. Environmental Protection Agency (EPA)
- Identifies recycled-content products
- Recommends recycled-content percentages

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CPG Product Categories

- Paper and Paper Products
- Vehicles
- Construction
- Transportation
- Parks and Recreation
- Landscaping
- Non-Paper Office Products
- Miscellaneous

www.epa.gov/cpg

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Energy Star

There are more than 40 categories of energy-efficient products broken into the following major groupings:

- Appliances
- Heating and Cooling
- Home Electronics
- Office Equipment
- Lighting
- Commercial Food Services
- Other

www.energystar.gov

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Biobased Products

- The 2002 Farm Bill included extensive requirements for federal agencies to buy biobased products.

- The U.S. Department of Agriculture has established a program similar to EPA's "Buy Recycled" (CPG) program.

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Biobased Products

Item	Description	Recommended Minimum Biobased Content
Mobile Equipment Hydraulic Fluids	Hydraulic fluids used in non-stationary equipment such as tractors and lawn or construction equipment	24%
Urethane Roof Coatings	Protective roof coatings used on many commercial roof decks.	62%
Water Tank Coatings	Protective linings used in potable water storage systems	62%
Diesel Fuel Additives	Lubricating additives to reduce the sulfur content of diesel fuels	93%
Penetrating Lubricants	Materials used to provide light lubrication and corrosion resistance for power tools, gears, valves, chains, and cables or to loosen tight nuts and bolts	71%
Bedding, Bed Linens, and Towels	Bed coverings such as blankets, bedspreads, and comforters; sheets and pillowcases; and towels	18%*

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Priority Chemicals

- Executive Order 13138 requires federal agencies to cut use of priority chemicals as identified by EPA by 50%.

- The top five priority chemicals are:
  - Cadmium
  - Lead
  - Polychlorinated biphenyls (PCBs)
  - Mercury
  - Naphthalene

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Priority Chemicals

- There are safer alternatives for each of the top five priority chemicals.

- In addition, EPA has a list of an additional 31 priority chemicals that should also be avoided.

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Alternative Fuel & Vehicles

- The Energy Policy Act requires federal agencies to purchase alternative fueled vehicles and fuels.

- Extensive information is available at: <www.eere.energy.gov/afdc/index.html>

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Non-Ozone Depleting Chemicals

- The Clean Air Act prohibits purchases of ozone depleting substances.
- EPA maintains a list of alternatives at: <www.epa.gov/spdpublc/snap/substitutes.html>

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EPP Program

- EPA's Environmentally Preferable Purchasing Program encourages purchasers to examine multiple environmental attributes when making purchasing decisions.

- The EPP Program maintains an extensive list of resources at:

<www.epa.gov/oppt/epp>

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Additional Information

The White House Office of the Federal Environmental Executive maintains an extensive website on federal green purchasing requirements, activities, and resources.

<www.ofee.gov/gp/gp.htm>

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Additional Information

For additional information:

- Alternative Fuels & Vehicles -- <www.eere.energy.gov/afdc/index.html>
- Biobased Products -- <www.biobased.oce.usda.gov>
- Buy Recycled -- <www.epa.gov/cpg>
- Energy Star -- <www.energystar.gov>
- Environmentally Preferable Purchasing – <www.epa.gov/oppt/epp>
- Ozone Depleting Chemicals -- <www.epa.gov/spdpublc/snap/substitutes.html>
- Priority Chemicals -- <www.ofee.gov/gp/pchemical.html>

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Responsible Purchasing Strategies

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9. Use Eco-Labels
10. Plagiarize

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Supplier Outreach

- Alert vendors that environmental impacts are important.
- Require them to identify green opportunities.
- Identify specific areas of concern.
- Conduct vendor surveys.
- Hold vendor fairs.

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Cooperative Efforts

- Pool resources
- Avoid duplicating efforts
- Larger buying power means cost savings

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Cooperative Efforts

- Check out:
  - WSCA – www.aboutwsca.org
  - U.S. Communities – www.uscommunities.org
  - RPN – www.responsiblepurchasing.org
  - NIGP Knowledge Community – www.nigp.org

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Price Preference

- Express a willingness to pay more for products or services with desired environmental attributes.
- Being used by a number of U.S. communities, including:
  - Chatham County, North Carolina (up to 15%)
  - Cincinnati, Ohio (up to 3%)
  - Jackson County, Missouri (up to 15%)
  - Kalamazoo County, Michigan (up to 10%)
  - Kansas City, Missouri (up to 15%)
  - San Diego County, California (up to 5%)
  - Vermont – 5% for recycled-content products.
  - Washington – 10% for EPA-designated recycled-content products

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Price Preference

- Some price preferences are limited to recycled-content products only:
  - Hendersonville, North Carolina (up to 15%)
  - Indiana (up to 15%)
  - King County, Washington (up to 10% for re-refined oil; up to 15% for paper)
  - Minnesota (up to 10%)
  - Morro Bay, California (up to 10%)
  - New Jersey (up to 15%)
  - Oregon (up to 5%)
  - Pasquotank County, North Carolina (up to 10%)
  - Phoenix, Arizona (up to 10% and up to 15% for paper)
  - San Mateo County, California (up to 10%)
  - Santa Barbara, California (up to 12% for paper)
  - Santa Clarita, California (up to 10%)
  - Ventura County, California (up to 10% for paper)
  - Vermont (up to 5%)
  - Washington (up to 10%)

29 states have price preferences for recycled-content paper

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Price Preferences

Product A	Product B
$1,734	$1,873

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Price Preferences

Adding a 10% Price Preference

Product A	Product B
$1,734	$1,873 x .90
$1,734	$1,686

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Lifecycle Costing

- When comparing costs, examine the total financial cost of the product throughout its useful life.

- Costs to consider:

  - Initial cost
  - Operating costs
  - Maintenance costs
  - Depreciation costs
  - Upgrade costs
  - Disposal costs

WARNING:

Sales people refer to the initial cost as the sucker cost.

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Alternative HVAC Systems

Base Case HVAC Technology				
	Base Date Cost	**Year**	**Discount Factor (3%)**	**Present Value**
Investment Cost	$103,000	Base	1.00	$103,000
Fan Replacement	$12,000	12	0.70	$8,417
Residual Value	<-$3,500>	20	0.55	<-$1,938>
Electricity	$20,000	Annual	14.88	$297,549
O&M	$7,000	Annual	14.88	$104,142
Total				$511,171
Alternative – "Green" HVAC Technology				
Investment Cost	$110,000	Base	1.00	$110,000
Fan Replacement	$12,500	12	0.70	$8,767
Residual Value	<-$3,700>	20	0.55	<-$2,049>
Electricity	$13,000	Annual	14.88	$193,407
O&M	$8,000	Annual	14.88	$119,020
Total				$429,146

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Best Value

- Assign relative weights to price, performance, and environmental criteria.
- Score all competing products.
- Compare the results.

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Best Value

Overall Ratings

Within types, in performance order

Excellent · Very good · Good · Fair · Poor

3- TO 5-MEGAPIXEL CAMERAS

KEY NO.	BRAND & MODEL	PRICE	OVERALL SCORE (0 P F G VG E 100)	PRINT QUALITY	MEGAPIXELS	WEIGHT (OZ.)	FLASH RANGE (FT.)	BATTERY LIFE (SHOTS)	NEXT-SHOT DELAY (SEC.)	RECOMMENDATIONS & NOTES
1	**Sony** DSC-F707	$1,000		●	5	25	15	240	2	Very good, but expensive. Uses camcorder-type battery (included). Infrared-sensitive mode. Secure grip. Electronic viewfinder, tiltable body.
2	**Canon** PowerShot G2	800		●	4	18	15	600	3	Very good, with pro-style features. Uses camcorder-type battery (included). Swing out LCD display. Displays histogram in preview mode. Secure grip. Hot shoe.
3	**Olympus** Camedia C-3040 Zoom	600		●	3.3	14	18	320	3	Very good, with secure grip. Battery life approx. 3,500 shots using lithium batteries. Complicated menus. Can record audio and movie clips.
4	**Olympus** Camedia D-40 Zoom	600		●	4.1	8	10	50	4	Very good and small, with only shallow grip. Battery life approx. 700 shots using lithium batteries.
5	**Fujifilm** FinePix F601 Z	550		●	3	10	15	250	2	Good, and allows you to crop images in camera.
6	**Sony** Cyber-shot DSC-S75	500		●	3.3	16	10	300	3	Very good, and uses camcorder-type battery (included). Secure grip. Can record audio and movie clips.
7	**HP** PhotoSmart 812	500		●	4.1	9	9	80	4	Very good, with direct printing to HP printers.
	Kodak EasyShare									Very good. Supplied AA batteries gave fair

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Best Value

	Product A	Product B	Product C
Price			
Performance			
Environmental			
Total			

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Best Value

	Product A	Product B	Product C
Price (60 points)			
Performance (25 points)			
Environmental (15 points)			
Total (100 points)			

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Best Value

	Product A	Product B	Product C
Price (60 points)	$1,000	$1,050	$1,100
Performance (25 points)			
Environmental (15 points)			
Total (100 points)			

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Best Value

	Product A	Product B	Product C
Price (60 points)	$1,000 60 points	$1,050 57 points	$1,100 54 points
Performance (25 points)			
Environmental (15 points)			
Total (100 points)			

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Best Value

	Product A	Product B	Product C
Price (60 points)	$1,000 60 points	$1,050 57 points	$1,100 54 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)			
Total (100 points)			

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Best Value

	Product A	Product B	Product C
Price (60 points)	$1,000 60 points	$1,050 57 points	$1,100 54 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)	11 points	15 points	13 points
Total (100 points)	91 points	94 points	91 points

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Best Value

	Product A	Product B	Product C
Price (60 points)	$1,000 60 points	$1,050 57 points	$1,100 54 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)	11 points	15 points	13 points
Total (100 points)	91 points	94 points	91 points

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Best Value - Extended

	Product A	Product B	Product C
Price			
Performance			
Environmental			
Social			
Total			

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)			
Performance (25 points)			
Environmental (15 points)			
Social (10 points)			
Total (100 points)			

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)	$1,000	$1,050	$1,100
Performance (25 points)			
Environmental (15 points)			
Social (10 points)			
Total (100 points)			

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)	$1,000 50 points	$1,050 47 points	$1,100 45 points
Performance (25 points)			
Environmental (15 points)			
Social (10 points)			
Total (100 points)			

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)	$1,000 50 points	$1,050 47 points	$1,100 45 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)			
Social (10 points)			
Total (100 points)			

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)	$1,000 50 points	$1,050 47 points	$1,100 45 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)	11 points	15 points	13 points
Social (10 points)			
Total (100 points)			

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)	$1,000 50 points	$1,050 47 points	$1,100 45 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)	11 points	15 points	13 points
Social (10 points)	10	8	10
Total (100 points)			

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)	$1,000 50 points	$1,050 47 points	$1,100 45 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)	11 points	15 points	13 points
Social (10 points)	10	8	10
Total (100 points)	91 points	92 points	92 points

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Best Value - Extended

	Product A	Product B	Product C
Price (50 points)	$1,000 50 points	$1,050 47 points	$1,100 45 points
Performance (25 points)	20 points	22 points	24 points
Environmental (15 points)	11 points	15 points	13 points
Social (10 points)	10	8	10
Total (100 points)	91 points	92 points	92 points

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10. Plagiarize

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Empower a Green Team

"The Department of Administrative Services shall appoint a Sustainable Supplier Council. In consultation with the council, the department, by June 2001, shall develop sustainability purchasing policies, targets and benchmarks for each of the following areas: paper products; building construction; cleaning products and coatings; general purpose motor vehicles and office furniture."

-- Oregon

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Green Team Members

- Senior management support
- Environmental “expert”
- Purchasing official
- Users

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Develop Measurable Goals & Reporting Requirements

- Annual report
- Track “green” purchases
- Track number of “green” contracts
- Quantify environmental improvements

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Use Eco-Labels

The environmental standards most frequently cited by purchasing professionals include:

<www.ecologo.org>

- Founded 1988
- 120 standards
- 7,000 certified products

<www.energystar.gov>

- Founded 1992
- 50 standards
- "Thousands and thousands" of certified products

<www.greenseal.org>

- Founded 1989
- 30 standards
- 2,000 certified products

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Comparing Eco-Labels

WARNING:

Not All Environmental Claims Are Created Equal

Learn to ask about:

- Type of standard
- Validity of the standard
- Standard setting process
- Verification process

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Plagiarize

- NIGP – <www.nigp.org>
- Center for a New American Dream <www.newdream.org/procure>
- EPP Contracts Database <www.epa.gov/oppt/epp/database.htm>
- EPPNet <www.nerc.org/eppnet.html>
- King County, Washington; Massachusetts; Minnesota; Santa Monica, California

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Four Bonus Tricks

More Useful Ideas

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helping grow the world's most sustainable companies

Incentives

- Awards
- Recognition
- Performance reviews
- Cost savings

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Training

- New employee orientation
- Purchasing training
- Credit card training
- Senior management training

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Pilot Projects

- Test the products
- Test the process

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Green Purchasing Policy

- Document responsible purchasing procedures.
- Give purchasers explicit permission to buy green.
- Require agencies to buy green.

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Policy Components

- Define responsible purchasing
- Describe importance of environmental purchasing
- Identify desired environmental attributes
- Establish initial commodity/service priorities
- Balance environmental considerations with traditional performance, availability, and cost concerns
- Review and modify specifications

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Policy Components (cont.)

- Empower a green purchasing team
- Assign responsibilities and establish deadlines
- Reference existing environmental labeling and certification programs
- Create a communications plan
- Develop measurable goals and reporting requirements
- Review policy regularly

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Assign Responsibilities

King County, Washington

Action By:	Action:
Purchasing Agency and Solid Waste Division	7.1 Designate products, processes, and procedures to be evaluated…, maintain a designated product list, and periodically transmit this information to departments … 7.2 Provide … technical assistance …
County Departments, Offices, and Agencies	7.3 Assign appropriate personnel to evaluate each designated product … 7.4 Revise contracting [procedures] … 7.5 Transmit evaluation results and purchase data for designated products … to the Purchasing Agency by July 30th each year.
Purchasing Agency and Solid Waste Division	7.6 Transmit an annual report to the County Council on the status of policy implementation.

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Important Caveats

- The ultimate objective is not to develop a wonderful policy, it is to implement wonderful actions.

- A perfect policy does not do any good unless it is implemented.

- It might be better to focus efforts on green purchasing activities than to focus on green purchasing policies.

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Valuable Resources

Policies and Procedures

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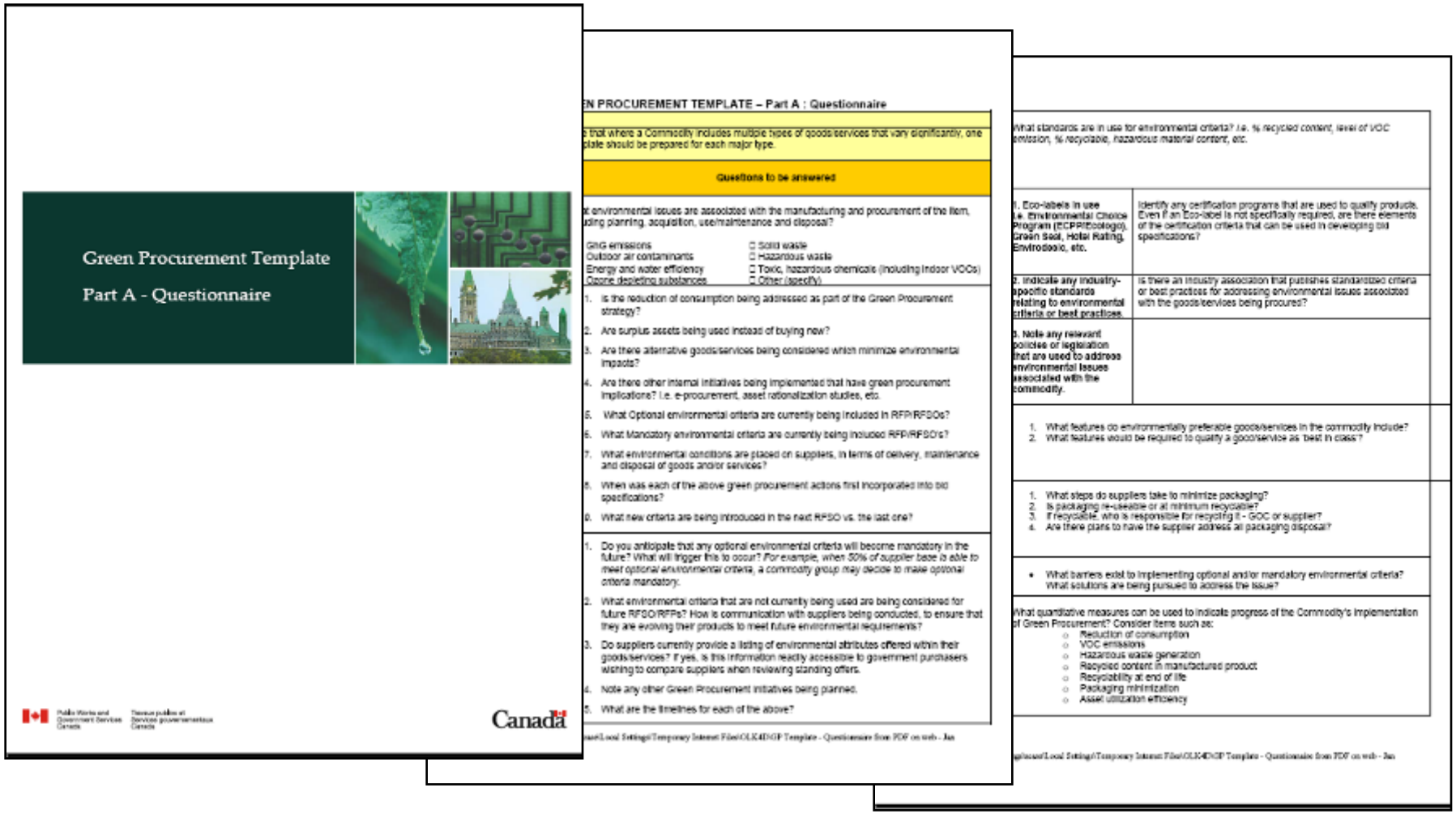
Cool Canadian Resource



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Responsible Purchasing Network

www.responsiblepurchasing.org

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Resources

- Responsible Purchasing Network website -- Includes more than 80 environmental purchasing policies and links to several additional resources <www.newdream.org/procure/start/develop.php>

- "Policy Updates Inspire Environmental Purchasing," *Government Procurement*, February 2004 – Article provides the basis for much of this discussion. <www.responsiblesourcing.net/resources/policies.pdf>

- "Environmental Purchasing Policies 101," Commission for Environmental Cooperation – Includes extensive excerpts from lots of policies and a generic sample policy. <www.cec.org/files/pdf//NAGPI%20Policy%20Paper2e.pdf>

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Pest Control

Where Can We Begin?

helping grow the world's most sustainable companies

Pest Management

- Every year, the United States uses 4.5 billion pounds of chemicals to control insects, rodents, and weeds.

- These activities are regulated under CERCLA, CWA, CAA, EPCRA, FIFRA, and ESA.

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Integrated Pest Management

- Cape May County, New Jersey
- Chatham County, North Carolina
- Massachusetts
- King County, Washington
- Monroe County, Indiana
- Portland, Oregon
- San Francisco, California
- Santa Monica, California

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IPM in San Francisco

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IPM in San Francisco

- IPM ordinance passed in 1996.
- Established a citywide IPM coordinator.
- Pest control contractors required to use less toxic approaches first.
- If needed, contractors must select from a list of 45 reduced-risk pesticides.
- One-time exemptions available from IPM coordinator.

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IPM in San Francisco

- San Francisco's Recreation and Parks Department reduced pesticide use by 60 percent.

- In 1999, 72 percent of pesticide contractor visits required no pesticide applications.

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IPM Cost Comparison

Base Case "Cover Spray" Application				
	Base Date Cost	**Occurrence**	**Discount Factor (3%)**	**Present Value**
Investment Cost	$5,000	Base Year	1.00	$5,000
Pesticides	$7,970	Annual	14.88	$118,573
Monitoring	$0	Annual	14.88	$0
Other Labor	$2,500	Annual	14.88	$37,194
Total				$160,707
Alternative – Integrated Pest Management				
Investment Cost	$10,000	Base Year	1.00	$10,000
Pesticides	$3,583	Annual	14.88	$53,306
Monitoring	$2,642	Annual	14.88	$39,306
Other Labor	$2,500	Annual	14.88	$37,194
Total				$139,806

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Other IPM Success Stories

•Monroe County, Indiana, decreased pest control costs by 35 percent and pesticide use by 90 percent.

•Santa Monica, California, reduced pest control costs by 30 percent and pest complaints have decreased.

•Cape May County, New Jersey, saved $45,000 over five years.

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IPM Resources

EPA has an extensive list of resources at

www.epa.gov/oppt/epp/ipm.htm

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Reminder

"Not all chemicals are bad. Without chemicals such as hydrogen and oxygen, for example, there would be no way to make water, a vital ingredient in beer."

— ***Dave Barry***

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Saving More than Energy

Energy Efficiency and More

helping grow the world's most sustainable companies

Vampire Power

Agencies are paying for electricity that they don't even know they are using.

Every dollar agencies spend on electricity is one less dollar they can spend meeting their primary objective.

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Vampire Power

Even though home electronics are not typically the biggest electricity users in a house, vampire power can cost up to 10% of monthly electric bills.

Approximately 26 power plants are needed just to power these energy vampires.

Estimates of the cost to consumers and businesses for all the electricity lost to vampire power in the US range from $1 billion to $3.5 billion annually.

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Vampire Power

Type of equipment	Amount of vampire power wasted *
Cordless phone	66%
Televisions	25%
VCRs	30%
DVD players	Up to 75%
Home audio equipment	Up to 90%

* Data from EnergyStar.gov

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EcoLogo Certified

Photocopiers

Canon (69 products)
Hewlett Packard (29 products)
Konica Minolta (9 products)
Kyocera Mita (29 products)

- Ricoh (90 products)
- Sharp Electronics (99 products)
- Xerox (157 products)

Fax Machines

Canon (15 products)
Kyocera Mita (2 products)
Ricoh (14 products)

- Sharp (9 products)
- Xerox (74 products)

Laser Jet Desktop Printers

Canon (13 products)
Hewlett Packard (156 products)
Kyocera Mita (21 products)
Lexmark (97 products)

- Ricoh (36 products)
- Sharp (6 products)
- Xerox (74 products)

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Using Eco-Labels Effectively

Can Someone Else Tell Me What's Green?

helping grow the world's most sustainable companies

Environmental Claims are Growing

- Eco-safe
- Environmentally friendly
- Earth friendly
- Earth smart
- Environmentally safe
- Environmentally preferable
- Essentially non-toxic
- Practically non-toxic
- Made with non-toxic ingredients
- Degradable
- Biodegradable
- Compostable
- Environmentally safe
- CFC-free
- Ozone friendly
- Recyclable

According to the FTC:
FALSE CLAIMS

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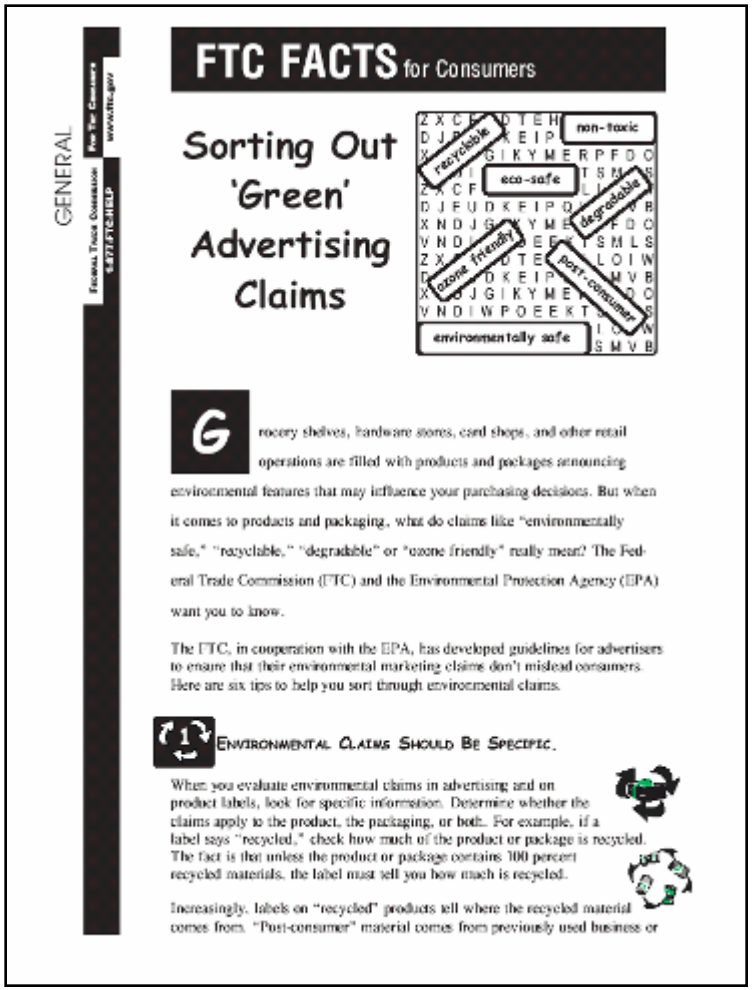
FTC Green Marketing Guidelines



GENERAL

FTC FACTS for Consumers

Sorting Out 'Green' Advertising Claims

Grocery shelves, hardware stores, card shops, and other retail operations are filled with products and packages announcing environmental features that may influence your purchasing decisions. But when it comes to products and packaging, what do claims like "environmentally safe," "recyclable," "degradable" or "ozone friendly" really mean? The Federal Trade Commission (FTC) and the Environmental Protection Agency (EPA) want you to know.

The FTC, in cooperation with the EPA, has developed guidelines for advertisers to ensure that their environmental marketing claims don't mislead consumers. Here are six tips to help you sort through environmental claims.

1 Environmental Claims Should Be Specific.

When you evaluate environmental claims in advertising and on product labels, look for specific information. Determine whether the claims apply to the product, the packaging, or both. For example, if a label says "recycled," check how much of the product or package is recycled. The fact is that unless the product or package contains 100 percent recycled materials, the label must tell you how much is recycled.

Increasingly, labels on "recycled" products tell where the recycled material comes from. "Post-consumer" material comes from previously used business or

Available at:

www.ftc.gov

Facts for Business

Environmental Marketing Claims

Federal Trade Commission
Bureau of Consumer Protection
Office of Consumer & Business Education
1-877-FTC-HELP www.ftc.gov

October 1999

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Beware of Greenwashing

Green·wash (grēn'wŏsh', -wôsh') – *verb:* the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service

WARNING:

Learn to ask critical questions or you might be buying products with creative marketing rather than products with legitimate environmental benefits.

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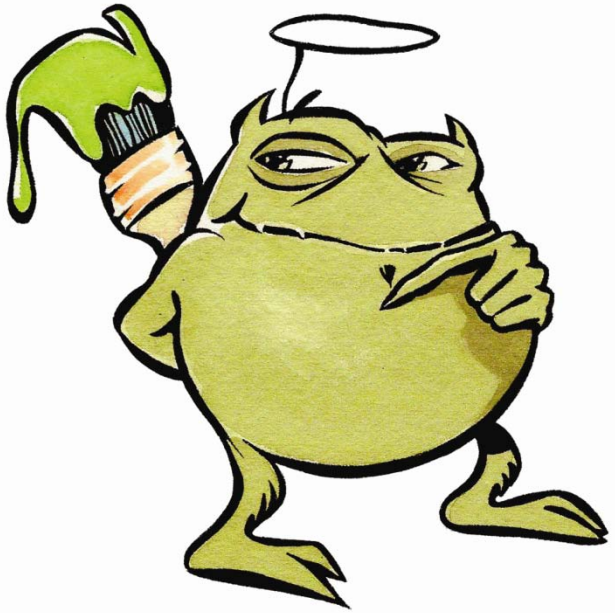
Six “Sins” of Greenwashing

Sin of Fibbing – Misleading customers about the actual environmental performance of their products.

Sin of No Proof – Also known as the sin of “just trust us,” some manufacturers are unable to provide proof of their environmental claims.

- **Sin of Irrelevance** – Factually correct, but irrelevant, environmental assessments (e.g., “CFC-free”)
- **Sin of the Hidden Trade-Off** – Focusing on one or two environmental facts, but ignoring other significantly more important environmental concerns.



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Six “Sins” of Greenwashing

Sin of Vagueness – Broad, poorly defined environmental claims (e.g., “100 percent natural”)

Sin of Lesser of Two Evils – A product can be the most environmentally preferable product in its class, but still be an inappropriate choice (e.g., “organic cigarettes”)

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Greenwash?

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To Avoid Greenwashing…

The environmental standards most frequently cited by purchasing professionals include:

<www.ecologo.org>

- Founded 1988
- 120 standards
- 7,000 certified products

<www.energystar.gov>

- Founded 1992
- 50 standards
- "Thousands and thousands" of certified products

<www.greenseal.org>

- Founded 1989
- 30 standards
- 2,000 certified products

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Other Important Standards

EcoLogo

LEED
LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN

ENERGY STAR

EPEAT

FSC

PROCESSED CHLORINE FREE

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Lots of Labels Around

A *partial* list of labels currently being used:

- Blue Angel
- CFPA
- CPG
- DfE
- Eco Mark
- EcoLogo
- Ecomark
- Eco-OK
- Energy Star
- Environmental Choice
- EPEAT
- EU Flower
- Fair Trade
- FSC
- GBI
- Good Green Buy
- Green Label
- Green Seal
- GREENGUARD
- Greenstar
- LEED
- MSC
- Nordic Swan
- Process Chlorine Free
- SCS
- SFI
- TCO
- Totally Chlorine Free
- USDA-Organic
- WaterSense

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Paper Standards

<www.ecologo.org>

<www.chlorinefreeproducts.org>

<www.greenseal.org>

<www.epa.gov/cpg>

<www.fscus.org>

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Different Labels for Different Product Categories

Within every product category, there might be a variety of relevant standards. Examples include:

Cleaning:

Note: DfE is process-based not standard-based.

Computers:

Office Electronics:

Under Development

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Comparing Eco-Labels

WARNING:

Not All Environmental Claims Are Created Equal

Learn to ask about:

- Type of standard
- Validity of the standard
- Standard setting process
- Verification process

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Types of Standards

- Leadership vs. “Weeding Out”
- Multi-attribute vs. Single-attribute
- Life-cycle based vs. Laundry list

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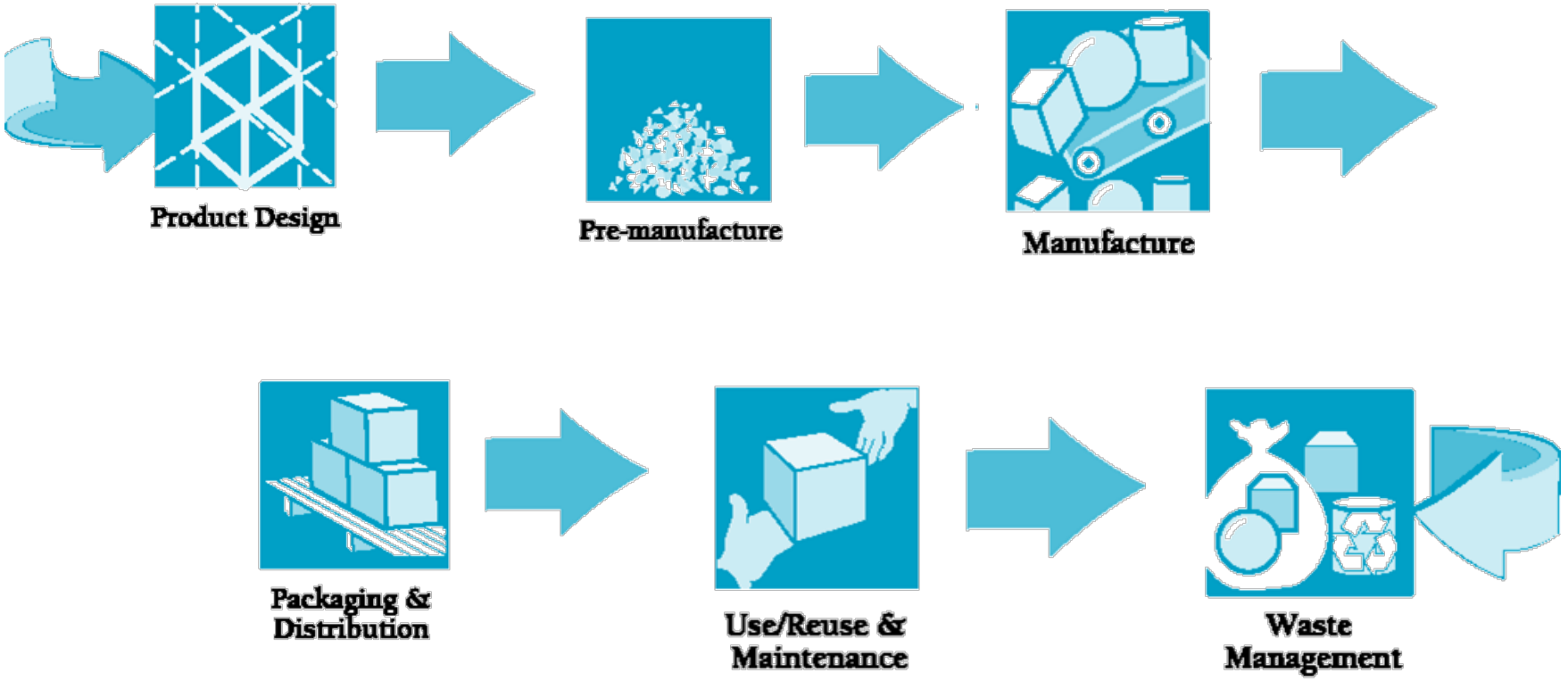
Lifecycle Perspective



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Eco-Label Types

- Seal of approval – ISO Type I (ISO 14024)
- Self declared, Single attribute – ISO Type II (ISO 14021)
- Report card – ISO Type III (ISO 14025)
- Multi-tier
- Hybrids

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Seal of Approval (Type I)

- Defined by ISO 14024
- Environmental leadership standard
- Multi-attribute
- Require independent third-party certification
- Standards developed in an open, public, transparent process
- Monitored by the Global Ecolabelling Network (GEN)

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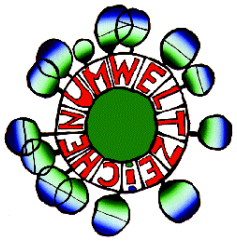
Seal of Approval (Type I)



AUSTRIA

CHINA

CROATIA

EU

FRANCE

GERMANY

JAPAN

INDIA

NORDIC COUNTRIES

SINGAPORE

THAILAND

The CZECH REPUBLIC

THE NETHERLANDS

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North America (Type I)

<www.ecologo.org>

<www.greenseal.org>

Global Ecolabelling Network: <www.gen.gr.jp>

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Self Declared, Single Attribute (Type II)

- **Statements**
  - Compostable, biodegradable, recyclable

- **Symbols**

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Report Card (Type III)

Nutrition Facts

Serving Size 1 cup (228g)
Servings per Container 2

Amount Per Serving	
Calories 280	**Calories from Fat** 120
	% Daily Value*
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	
Cholesterol 2mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 3g	0%
Sugars 5g	
Protein 5g	

Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%

*Percent Daily Values are based on a 2,000-calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

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Multi-Tier Label

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LEED Overview*

Sustainable Sites

Prerequisite 1	Erosion & Sedimentation Control
Credit 1	Site Selection
Credit 2	Development Density
Credit 3	Brownfield Redevelopment
Credit 4	Alternative Transportation
Credit 5	Reduced Site Disturbance
Credit 6	Stormwater Management
Credit 7	Landscape & Exterior Design to Reduce Heat Islands
Credit 8	Light Pollution Reduction

Water Efficiency

Credit 1	Water Efficient Landscaping
Credit 2	Innovative Wastewater Technologies
Credit 3	Water Use Reduction

Energy & Atmosphere

Prerequisite 1	Fundamental Building Systems Commissioning
Prerequisite 2	Minimum Energy Performance
Prerequisite 3	CFC Reduction in HVAC&R Equipment
Credit 1	Optimize Energy Performance
Credit 2	Renewable Energy
Credit 3	Additional Commissioning
Credit 4	Ozone Depletion
Credit 5	Measurement & Verification
Credit 6	Green Power

Materials & Resources

Prerequisite 1	Storage & Collection of Recyclables
Credit 1	Building Reuse
Credit 2	Construction Waste Management
Credit 3	Resource Reuse
Credit 4	Recycled Content
Credit 5	Local/Regional Materials
Credit 6	Rapidly Renewable Materials
Credit 7	Certified Wood

Indoor Environmental Quality

Prerequisite 1	Minimum IAQ Performance
Prerequisite 2	Environmental Tobacco Smoke (ETS) Control
Credit 1	Carbon Dioxide (CO_2) Monitoring
Credit 2	Ventilation Effectiveness
Credit 3	Construction IAQ Management Plan
Credit 4	Low-Emitting Materials
Credit 5	Indoor Chemical & Pollutant Source Control
Credit 6	Controllability of Systems
Credit 7	Thermal Comfort
Credit 8	Daylight & Views

Innovation & Design Process

Credit 1	Innovation in Design
Credit 2	LEED Accredited Professional

*Information based on LEED v.2.1 as revised 3/14/03.

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LEED Overview*

- Includes both mandatory and desirable attributes.
- Regimented certification procedures.
- Projects can earn up to 69 total points.
- Projects rated according to following:
  - Certified (26 – 32 points)
  - Silver (33 – 38 points)
  - Gold (39 – 51 points)
  - Platinum (52 – 69 points)

*Information based on LEED v.2.1 as revised 3/14/03.

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Hybrid Multi-Tier Label

Electronic Product Environmental Assessment Tool

www.epeat.net

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EPEAT Components

1) Set of voluntary environmental performance criteria (IEEE 1680 American National Standard for the Environmental Assessment of Personal Computer Products)

2) System for identifying and verifying products which meet this criteria <www.epeat.net>

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EPEAT Performance Categories

Environmentally Sensitive Materials

Materials Selection

Design for End of Life

Product Longevity/Life Cycle Extension

Energy Conservation

End of Life Management

Corporate Performance

Packaging

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EPEAT Tiers

EPEAT Bronze– Meets the 23 mandatory criteria

EPEAT Silver– Meets 23 mandatory criteria and at least 50 percent of the optional criteria

EPEAT Gold– Meets 23 mandatory criteria and at least 75 percent of the optional criteria

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Comparing Eco-Labels

WARNING:

Not All Environmental Claims Are Created Equal

Learn to ask about:

- Type of standard
- Validity of the standard
- Standard setting process
- Verification process

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Standard Validity

- Clear and consistent meaning
- Very specific requirements
- Information should be meaningful and verifiable
- Must not conflict with Federal Trade Commission *Guides for the Use of Environmental Marketing Claims*.

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Standard Setting Process

- No conflict of interest
- Lifecycle considerations
- Broad stakeholder participation
- Transparent development process
- Comments publicly available

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Verification Process

- Self certification
- Self certification with random audits
- Independent third-party certification
- Independent third-party certification with on-site and random audits

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North America (Type I)

<www.ecologo.org>

<www.greenseal.org>

Global Ecolabelling Network: <www.gen.gr.jp>

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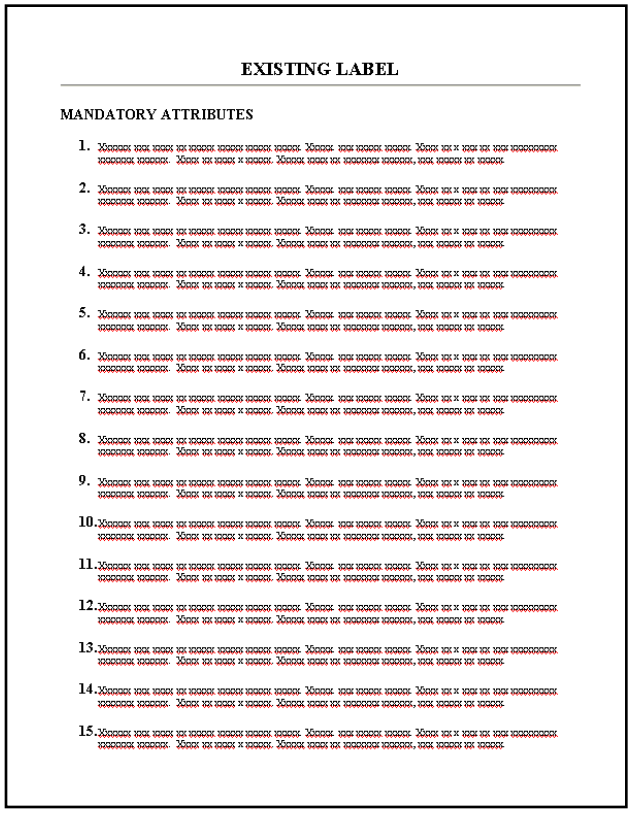
Beware of “Improved” Criteria



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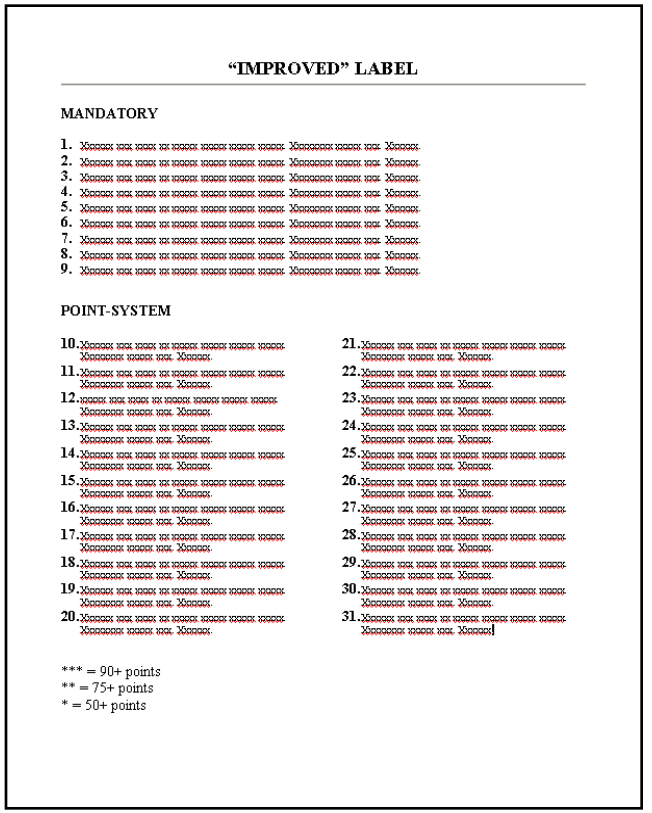

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*** = 90+ points
** = 75+ points
* = 50+ points

- 15 attributes

- 31 attributes
- Rating system (3 stars is best)

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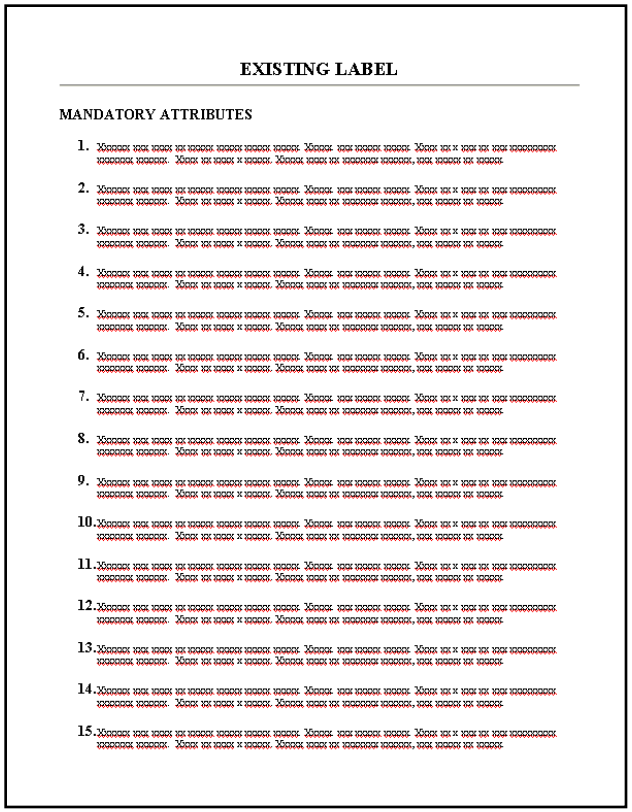
Beware of "Improved" Criteria



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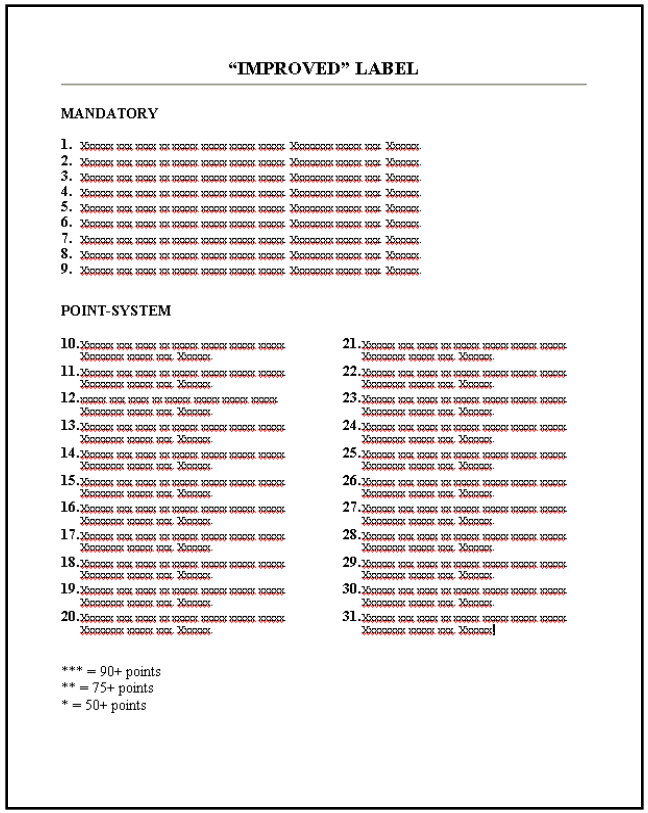

"IMPROVED" LABEL

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11. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
12. xxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
13. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
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15. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
16. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
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30. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
31. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.

*** = 90+ points
** = 75+ points
* = 50+ points

- 15 **mandatory** attributes

- **9 mandatory; 22 additional**
- Rating system (3 stars is best)

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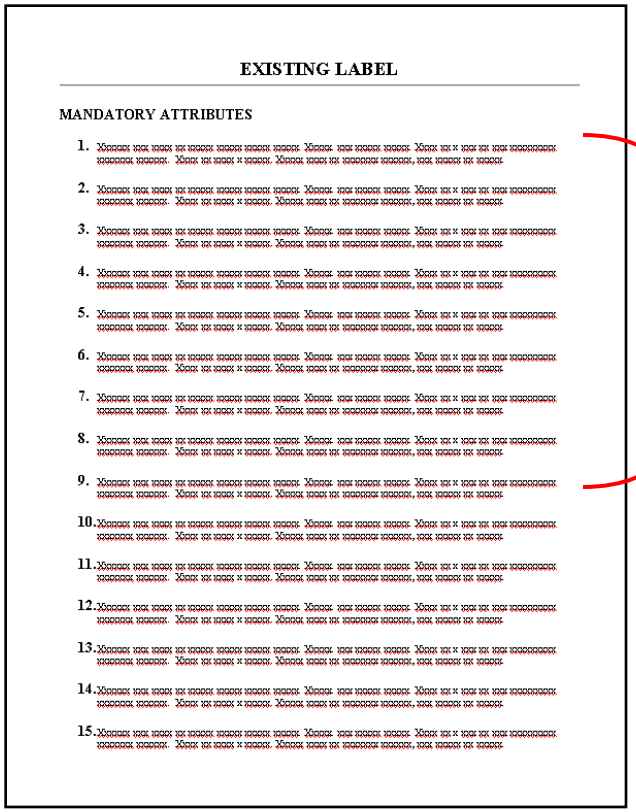
Beware of “Improved” Criteria



EXISTING LABEL

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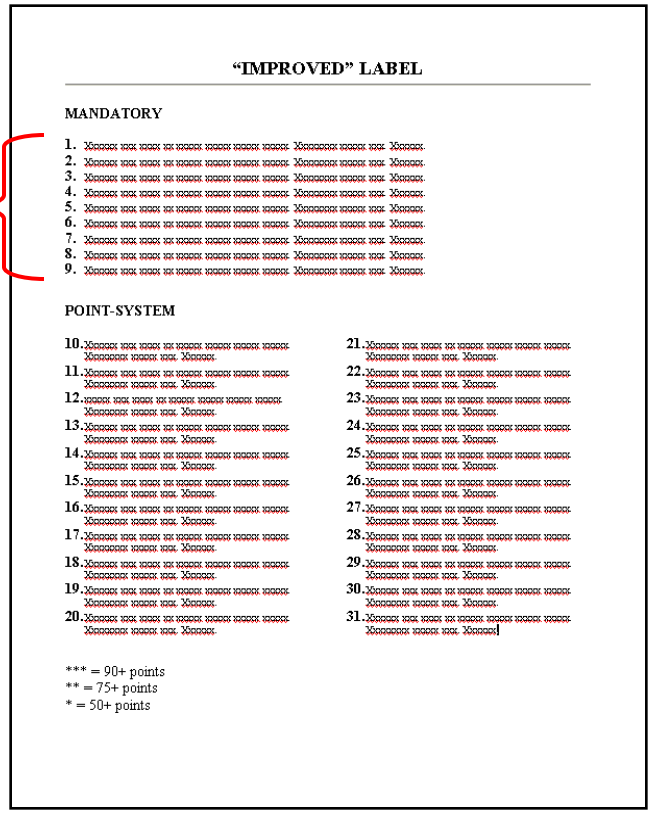

“IMPROVED” LABEL

MANDATORY

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2. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
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7. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
8. Xxxxxx xxx xxxx xx xxxxx xxxxx xxxxx xxxxx. Xxxxxxxx xxxxx xxx. Xxxxxx.
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POINT-SYSTEM

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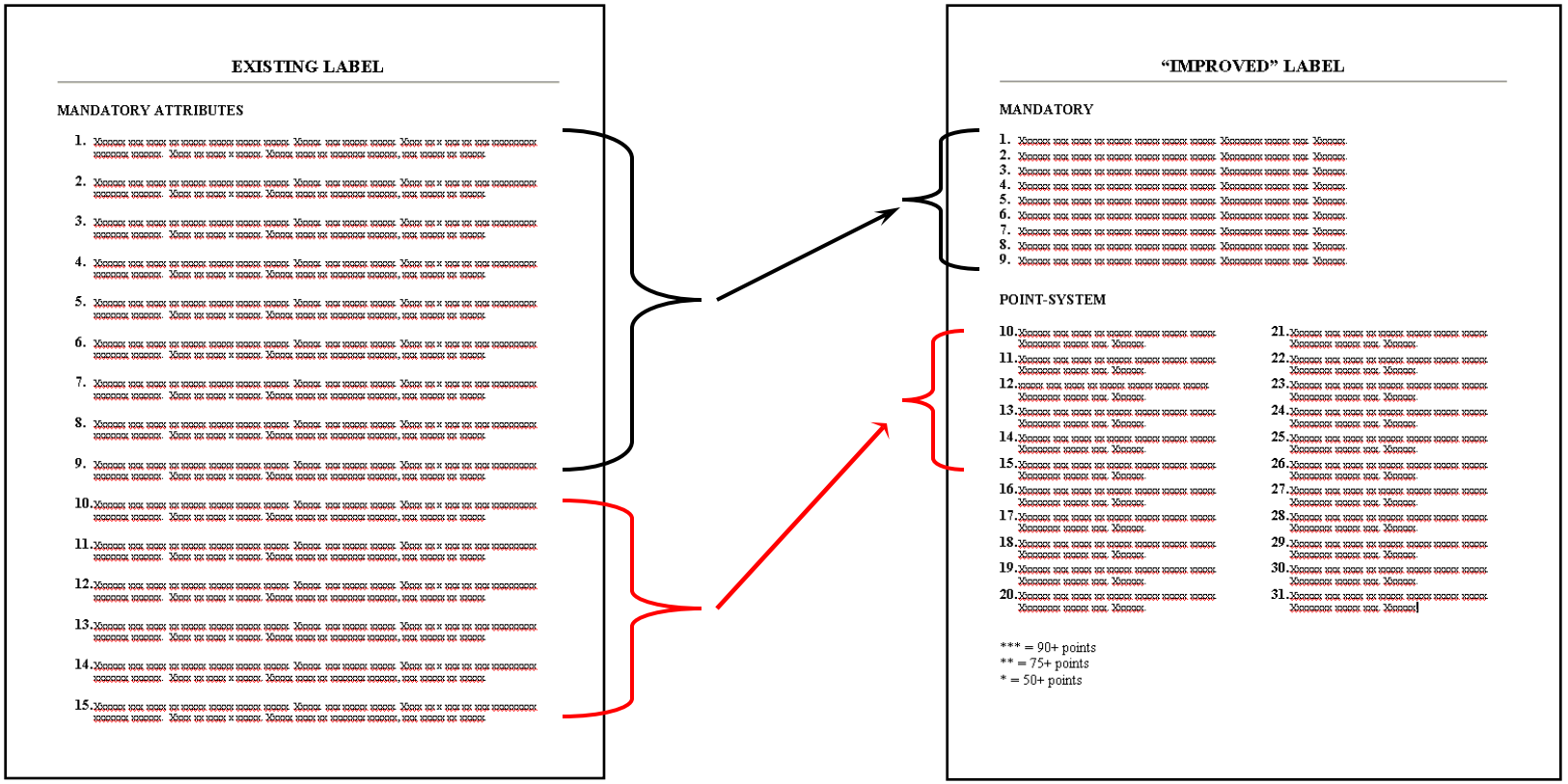
Beware of “Improved” Criteria



- 15 mandatory attributes

- 9 mandatory; 22 additional
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Beware of “Improved” Criteria

Some of the highest ranking products (three stars) under the “improved” system would not meet the minimum requirements of the “weaker” criteria.

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Using Eco-Labels

Good News:

Labels make life easier.

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Recommended Contract Language

"Products purchased under this contract must provide demonstrable proof of meeting the _____ standard. The _____ standard is available at <_____>."

- "Products purchased under this contract must provide demonstrable proof of meeting the Energy Star standard. The Energy Star standard is available at <www.energystar.gov>."

- "Products purchased under this contract must provide demonstrable proof of meeting the EPEAT standard. The EPEAT standard is available at <www.epeat.net>."

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Recommended Contract Language

"Products purchased under this contract must be _____ certified or provide demonstrable proof of meeting the _____ standard and certification requirements. The _____ standard and certification requirements are available at <_____>."

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Recommended Contract Language

"Products purchased under this contract must be EcoLogo or Green Seal certified or provide demonstrable proof of meeting the EcoLogo or Green Seal standard and certification requirements. The EcoLogo or Green Seal standard and certification requirements are available at < www.ecologo.org and www.greenseal.org >."

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Popular Labels

- Chlorine Free Products Association – <www.chlorinefreeproducts.org>
- EcoLogo (Environmental Choice) – <www.ecologo.org>
- Energy Star – <www.energystar.gov/purchasing>
- EPEAT - <www.epeat.net>
- Forest Stewardship Council – <www.fsc.org>
- Green-e – <www.green-e.org>
- Green Guard – <www.greenguard.org>
- Green Seal – <www.greenseal.org>
- Green Building Council (LEED) – <www.usgbc.org/leed>
- Scientific Certification Systems – <www.scscertified.com>
- TCO – <www.tcodevelopment.com>

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Eco-Labels

For additional information:

<www.responsiblesourcing.net/resources/labels.pdf>

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Labeling Resources

•<www.newdream.org/procure> -- “Getting Started” section includes lots of useful resources, including June 2004 *Government Procurement* article on eco-labels.

•<www.eco-labels.org> -- Maintained by Consumers Union, publishers of *Consumer Reports.* Includes an assessment of more than 90 (and growing) labels.

•<www.gen.gr.jp> -- Global Ecolabeling Network website, provides links to ecolabeling programs worldwide, most of which include English websites.

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Labeling Resources

•<www.epa.gov/oppt/epp> -- EPA's Environmentally Preferable Purchasing Program. Includes list of questions for evaluating labeling and certifying claims.

•<www.epa.gov/oppt/epp/database.htm> -- EPA green purchasing database

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So Now What?!?

Have We Solved All of the Issues?

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scase@terrachoice.com
www.terrachoice.com
610 779-3770

helping grow the world's most sustainable companies

Millennium Ecosystem Assessment

"At the heart of this assessment is a stark warning. Human activity is putting such a strain on the natural functions of Earth that the ability of the planet's ecosystems to sustain future generations can no longer be taken for granted."

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Five Winds International

"For years western industrialized economies could sustain high levels of consumption because the rest of the world lives in abject poverty, resources were plentiful, and the environment could hand the waste generated, but today things are different."

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Five Winds International

We've made some progress "…but with 3 to 5 billion more people expected on the planet over the next 50 years, these improvements will be overtaken by the sheer scale of our consumption and the profound impact it will have on the planet."

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Observations and Opportunities

Government purchasers are influencing manufacturers, environmental standard setters and retailers.

- You can use this leverage to:

  Continue asking for better products and services.

  Push for certification (or other proof) that products actually meet an environmental standard.

  Encourage suppliers to provide more accurate, transparent, and useful environmental information.

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Final Question

"Why should I care about future generations? What have they ever done for me?"

— ***Groucho Marx***

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Thank You

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